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The BrandLaureate Business World Review

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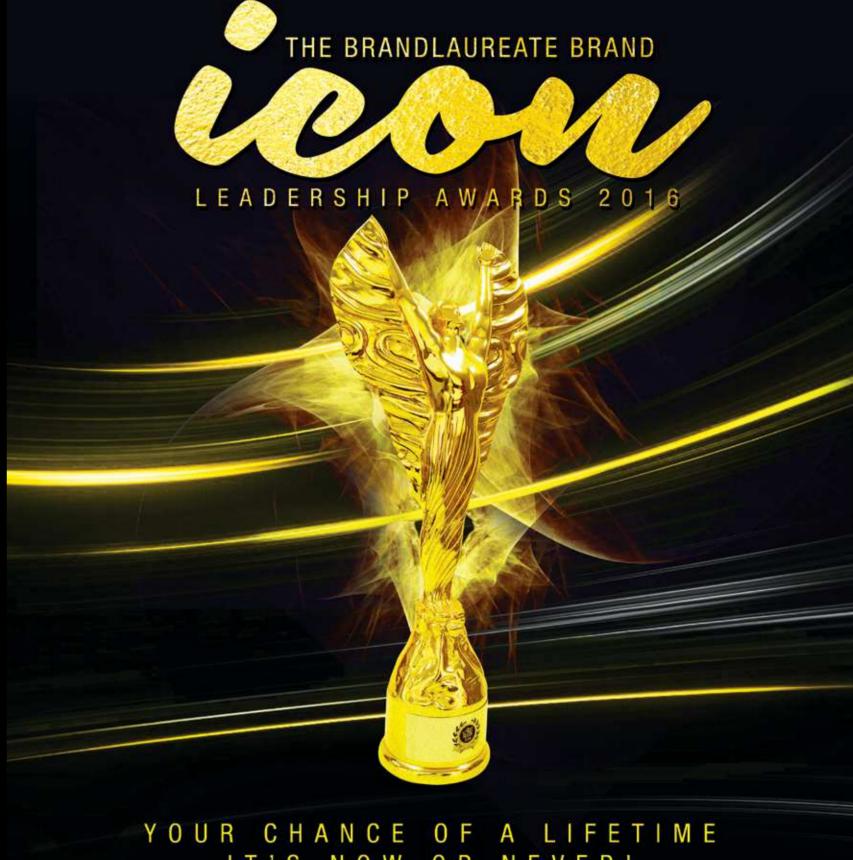
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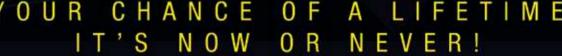
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The Spirit of Winning!

he BrandLaureate will be organising its Brand versus Brand" Golf Championship on Oct 11, 2016, at the Kota Permai Golf & Country Club. Yes, you can call it the first of its kind in golf where brands compete against each other to gain brand supremacy on the fairway. Held in conjunction with The BrandLaureate's 10th Anniversary celebration, the tournament is open to all companies. All you need to do is select your company' top golfers to compete and the golfer who strikes a hole in one will drive back a brand new Volvo

Brands compete against each other in their domains and areas of specialization to become brand leaders and gain market share. But in today's new age of branding, brand such as community engagement, arts and culture or sports.

The Olympics is a good example. Why do USA, China, Russia and Germany want to dominate in sports when they are already superpowers and leaders in so many industries? The reason is obvious; being a sporting powerhouse adds weightage to the country brand and enhances its prestige and supremacy.

Translate this to an organisation or brand. If Brand X, apart from being a leader in the ICT sector is also a champion and leader in sport, it would have a stronger brand identity and leadership positioning. The brand value of Brand X will go up many notches. If Brand X is in a niche industry where the public is not aware of the brand and its products and services, conclusion at the end of the Olympics and after watching the it will have a wider audience as those interested in sports will performance of Malaysian athletes at the Games is that... now know of Brand X.

Sports can also contribute to a strong internal brand as itsbuilds the spirit of competitiveness, discipline, pride and achievement. Staff would train to be the best to represent the company in tournaments. Winning, not only brings pride and honor to the company but a sense of self-esteem to the winners, who would then push themselves to perform better in their work. The spirit of winning cascades down to the whole company and this adds to the unity and cohesiveness of the employees.

Sports is definitely an interesting arena and arouses the interest of everyone. The biggest sporting event Rio Olympics

2016 came to a close recently bringing with it great moments of glory for athletes that won and heartaches for those who lost by a whisker of time or points.

RIO Olympics created many new and young heroes. Joseph Schooling the 21 year old Singaporean who suddenly became every young teenager's heartthrob was superb and cool in beating his idol, Michael Phelps at the pool. Nineteen year old, Kenyan Ruth Jebet won the first gold for Bahrain, the country she was representing in the 3,000m steeple chase and was feted to a hero's welcome in Bahrain but ignored when she flew into Kenya. What was one nation's win and pride was another nation's lost and heartache!

Our Malaysian athletes performed well and we like to say leadership must extend out of its core competency into areas congratulations to our Olympians, divers Pandelela Rinong and Cheah Jun Hong, cyclist Azizulhasni Awang and our badminton players Datuk Lee Chong Wei, men' doubles players Tan Wee Kiong and Goh V Shem and mixed doubles pair, Chan Peng Soon and Goh Liu Ying. It was Malaysia's best performance at the Olympics and we know that this is only the start of the journey as the nation's sporting spirit has been fired up by these Olympians and Malaysia's young athletes would now all be practicing hard to be selected for the 2020 Olympics and be the first to bring back the coveted Olympian gold medal that we want so much.

> Yes, we can do it and we must do it for the pride of our nation and for the athletes own pride and achievement. We must have that spirit of wanting to score and win and my

> "Everytime we don the attire of the country or company we represent, we must win. There is no other option but to win." It is a tall order but at stake is the pride of the country, company and don't forget the athletes' pride. We must stop making statement of "Do My Best", instead it has to be "I want to win and I will win."

> As we celebrate Malaysia Day on September 16, let us come together and unite as one with the winning call and spirit of Malaysia Boleh and Malaysia Menang! Yes, We Can and Yes, We Must Win!

CHEW BEE PENG PUBLISHER / EDITOR-IN-CHIEF

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racing the front cover of this September issue MARDI is our central force in succoring the issue for Research and Development Institute (MARDI), the agriculture industry for Malaysia.

the growing concern on food wastage. It is such an nothing is impossible. unfortunate finding that the matter doesn't only affect our beloved nation but it is actually a global circumstance affecting every country in the world. after it," and I couldn't agree more.

never eaten. In Europe, it is assumed that they throw away 100 million tonnes of food every year. And yet The FAO's best guess is that one third of all food produced for human consumption is lost or wasted reasons in different parts of the world and therefore also make you proud of being born in Malaysia! the solutions have to be local. But how do we tackle something that has been going on for years now?

is Director General of Malaysian Agricultural our nation's well-being. Coupled with Dato' Dr. Sharif Haron hopeful vision of endless possibility in reducing Dato' Dr. Sharif Haron, the impetus behind one of the food wastage, MARDI is on its way in coming to the biggest contributors to Malaysia's economic grips with the global problem. Despite that, I still growth. It is an enlightening experience to have the believe in everyone having their own part in tackling opportunity to read up on the hardships and triumphs this problem because let's face it, every one of us of the nation's statutory body that has been and still is depends on food and yet most of us fail to see the progressing with tremendous efforts in transforming value of it. It is about time that we realize even the smallest habit of our food consumption and spending could actually help in lessening food wastage as One particular issue that evokes my conscience is a whole. There's a lot to be done but nonetheless,

Also in this issue we feature a special segment on Malaysia Day; the day we celebrate annually on I came across one quote that says, "if food was as September 16th to commemorate the establishment of expensive as a Ferrari, we would polish it and look the Malaysian federation. It is unbelievable to fathom the fact that it has been 53 years! Despite issues rising from many aspects of the country's welfare, Some 40% of all the food produced in Malaysia is I am grateful that we still strive as a united nation. In this section, we bring you to discover patriotism through arts and film by our very own local artists. It there are one billion starving people in the world. is a sublime feeling indeed, to be seeing the portrayal of love for Malaysia through different perspectives. Certainly it helps to remind us how blessed we are to before it is eaten. The latest report from the expert be living in a harmonious community. As you read on, I panel of the UN Committee on World Food Security hope this issue will simultaneously help you in making concludes that food waste happens for many different vour stand on issues regarding the environment and

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# W H A T 'S I N S I D E issue #36 September - October



This issue celebrates, clockwise from top, Dato' Dr Sharif Haron of Mardi, Swarovski, Calvin Klein, Pokemon Go, Malaysia Day Special, Star Trek and many more...















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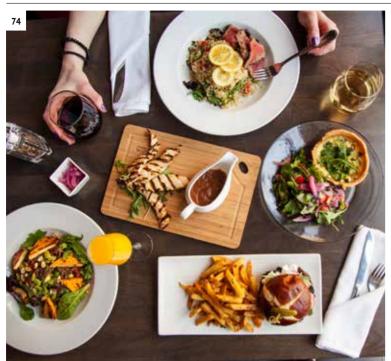






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The BrandLaureate // Bridging Borders, Branding Beyond













It is vital for us to grow enough food to feed our people and reduce the nation's dependency on food imports, we need to ensure that all Malaysians have access

Datuk Dr. Sharif Haron

to sufficient, safe and nutritious food, now and in the future.



#### Datuk Dr. Sharif Haron, Director General of MARD

Holding the mandate in forerunning the leading body in one of the biggest sectors in Malaysia's economy, Datuk Dr. Sharif Haron has boundless experience and knowledge in the agriculture business. Having witnessed the changes and innovations Malaysia has gone through economy-wise, Datuk Dr. Sharif Haron shares some of MARDI's notable achievements and his buoyant aspirations for the country's agriculture industry.

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The Country Branding Series comes to a juncture of inner reflection. There are times in the territory of Branding when the personal Brand must take a backseat to create a more meaningful impact in the lives of others; be it human or other creatures. Perhaps this road less travelled is the Country Branding that this nation truly needs to leave a long-lasting effect in the annals of history.

#### **BIG PICTURE:**

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In 2015, Malaysia became the second largest revenue contributor to Bosch Southeast Asia, German's leading multinational engineering and electronics company. Simon Song, Managing Director of Bosch in Malaysia is optimistic about continuing the business success in the coming year. Read about the company's business development and its plans for a continued growth.

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SWAROVSKI crystals are naturally brilliant, fashionable pieces of impeccable jewelry, designed to boost self-expression. Since 1895, founder Daniel Swarovski's mastery of crystal cutting has defined the company. His enduring passion for innovation and design has made it the world's premier jewelry and accessory brand. Today, Swarovski designs, creates and markets high-quality crystal collections such as jewelry, accessories, and decorative items for the home, including ornaments and figurines, which make for exceptional gifts; thus fulfilling the vision of its founder – to create "a diamond for everyone."

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Pokemon Go has been rising worldwide as its unprecedented growth makes more and more headlines. It is "everything" right now — at least among those who play it. We explain to you the hype behind the latest game.

#### 76 Top 10: Steve Wozniak

One of the two Steves who founded Apple, Wozniak is an American computer scientist who invented the Apple II computer. Catch the computing wizard wax poetic on the wonders of innovation and invention, the art of a pleasure-driven work ethic and the success story of one of the biggest brands in the world!

#### 96 Brand Anniversary: Shell

In this issue of Brand Anniversary, we feature Shell's 125th anniversary in Malaysia. In its 125 years in Malaysia, Shell and its partners have taken the industry further out and further down into the technically challenging depths of deep-water, offering motorists one of the widest choices of petroleum products and services.

#### **COMPASS:**

#### LO4 Malaysia Day Special

In celebrating Malaysia Day, writer, Anu Venugopal tells the story of three Malaysian painters, Latif Maulan, Kim Ng and Ajim Juxta and highlights eight Malaysian made films that stood out and created history in the Malaysian Film Industry.

#### 112 Star Tr

This year, Star Trek commemorates its historic 50th Anniversary. This titan franchise has amassed a grand fan base across the globe (and perhaps beyond) – a distinguishable group (or perhaps even cult phenomenon) that has fondly become known as 'Trekkies' (or 'Trekkers'). In this issue, the magazine pays special tribute to this sci-fi saga which has stretched the very threshold of imagination via an in-depth canon for decades and in view of the present trajectory of the franchise, most likely for many more years to come.

#### 118 Brand Passport: Boracay

This issue's Brand Passport follows writer, Anis Rahim on her beach getaway to the paradise island of Boracay, Philippines



### Is Your Brand the Champion on the Fairway?

Brand leadership must extend out of your core competency; be it in community engagement, arts and culture or sports. Leadership in sports is important. Sports can contribute to your brand identity, spirit of discipline, hope, inspiration, pride and achievements. Sports has the power to change the

In celebrating The BrandLaureate's 10th anniversary, we present The BrandLaureate's Golf Championship - Brand Versus Brand, the first of its kind in golf. A golf tournament unlike any other, the concept of brand versus brand is to create the spirit of competitiveness and team work among brands. The golf competition will see representatives from international and local brands compete for the winning title and walk away with the specially designed trophy cup. It will be the only golf tournament that brings together leading brands from various industries in one golf course.

See how brands compete against brands to claim leadership on the fairway!

Surely,you do not want to lose out on this. Select your best golfer in your organisation and compete in this inaugural tournament to push your boundaries and claim championship.

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These Legends are the Recipients of The BrandLaureate Awards













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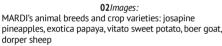












You can say that R&D and innovation is MARDI's staple food." as he highlights to us some of the important R&D and innovation that has become operating standards and benchmarks of excellence in the country's agro-food sector.

and innovation. Significant results achieved include the development of 44 varieties of rice of which the MR219 has a potential yield of more than 10 tons per hectare and is planted in 90 percent of granaries in Malaysia. A new variety, MARDI Siraj 267, launched in 2016 provides better yield than MR219 and is resistant to major diseases of rice.

Apart from rice, successful research was done on fruits such as pineapples, papayas, durians, chilies and flowers. The Josapine pineapples and Exotica papayas were exported to countries such as Hong Kong, Arab Emirates and China. In animal breed production, it has developed animal breeds suitable for production in Malaysia such as Brakmas beef cattle, Dorper sheep, Boer goats and MARDI's own "Ayam Kampung".

In outlining MARDI's mission, Sharif emphasizes that as the leader in R&D and the guardian of the agrofood sector, "MARDI will always strive to provide the best leadership, resources and expertise to meet the needs and expectations of the industry and country. It will stay abreast of advances in R&D to tap on its full potential of growth."

#### Innovative R&D. the Cornerstone of MARDI's Success

MARDI's reputation as a leading research institution stems from its strong culture of R&D and innovation which is the cornerstone of its success. Understandably, Sharif is very proud of this achievement as he has been part of the institute's remarkable journey since he joined MARDI 34

"You can say that R&D and innovation is MARDI's staple food," as he highlights to us some of the important R&D and innovation that has become operating standards and benchmarks of excellence in the country's agrofood sector. "With innovation, we have increased the level of competitiveness in the agrofood sector. As the region produces similar crops and products, Malaysia must increase its productivity at a more cost effective rate. Labour is getting more expensive and it is mechanization, technology and innovation that will aid the sustainability of the industry."

Biotechnology is one of MARDI's core competencies. Biotechnology is a phrase we often hear but does not have much clue as to what it involves unless you are from the industry or a student of the discipline. In its simplest form of definition, biotechnology harnesses cellular and biomolecular processes to develop technologies and products that help improve our lives and the health of our planet.

According to Sharif, food safety is one important application of biotechnology where it helps to ensure the quality of food we consume. He explains that most of the fruits and vegetables we eat are sprayed with pesticides to keep from insect attacks, while the meat we consume may have traces of antibiotics.

To determine that they are pesticide free or do not contain traces of antibiotics, MARDI has developed its own biodiagnostic and bio-sensor kits that can detect the levels of chemicals present in plants and animals. The detection kits can determine the presence of contaminants in less than one hour at a very low concentration of parts per million.



Minister of Agriculture, Dato' Sri Ahmad Shabery Cheek visited MARDI's Center of Excellence for Rice Research & Innovation at

food exporters, they can use this technology to ensure that their produce is free from chemicals as importing countries have strict everything is automated. rules on food safety.

#### Growth through Mechanization and Automation

The adoption of modern farming methods and machinery created by MARDI has increased farmers' income and quality of life. The days of sowing seeds manually in the rice fields are gone and instead rice row seeders are now the norm. Other machineries developed by the institute include the pineapple transplanter, coconut dehusker and various other food processing machineries. A healthy harvest brings joy to the farmers but in the process of harvesting, there is a substantial amount that is lost or wasted due to mishandling of harvest, humidity of environment which spoils the produce and improper storage amongst others. This is most prevalent in rice harvest and realizing this problem, MARDI developed processes that help farmers minimize their lost.

"For most rice farmers, post harvest losses used to account for 28.5 percent which is very high. With the introduction of MARDI's new processes, we managed to bring it down to 10 percent and this translated to savings of RM600 million annually for the industry." explains Sharif on how innovation has curbed unnecessary losses and benefited both farmers and the country's economy.

Agropreneurs have also benefited from MARDI's mechanization initiatives. With mechanization, these agropreneurs who are mainly small businessmen can improve and increase their productivity and ensure that their products have consistency, are highlights Sharif hygienic and meet industry best practices.

Another interesting development is MARDI's platform technology which caters to Malaysia's popular snacks. Machines for the

This technology is important as it contributes to the well-being production of local delicacies such as roti jala, satay and lemang of our health and security of food supply for the country. For enable entrepreneurs to better control the quality of food and most important of all ensure that there is no wastage of food as

#### Centres of Excellence

MARDI's brand positioning as a leading R&D institution is further strengthened by its Centres of Excellence platform. At its headquarters located in Serdang, Selangor, research is conducted at well-equipped laboratories that are of international standards and ISO certified.

Out of its headquarters, MARDI has 32 research stations and eight of them are Centres of Research Excellence. These Centres focus on a specific commodity or industry. For example, MARDI Sintok is the Centre of Excellence for fruits research and MARDI Muadzam Shah is the Centre of Excellence for livestock research.

Seberang Perai is the first research station outside the headquarters of MARDI. Established in 1972, the Centre plays a major role in rice development including the development of varieties, pest and disease management, innovation in mechanization and automation and transfer and commercialization of technologies. It was converted to become the Centre of Excellence for Rice Research & Innovation this year.

"MARDI stations at Langkawi Islands and Cameron Highlands are agrotourism parks which allow MARDI to conduct their research and at the same time open its doors to tourists. They are also our showrooms, where we showcase our technologies and products,"

At Langkawi Island, the Centre focuses on tropical fruits and it receives an average of 100,000 tourists annually, with 80 percent of them being foreigners.



Datuk Sharif with one of MARDI's successful entrepreneurs: Melawati Kebab.

fauna of the highlands. It introduces new technologies for planting temperate blooms and cultivating temperate fruits such as apples and pears. The Centre is also home to one of the oldest tea factory in Malaysia.

#### Entrepreneurism in Agriculture

Entrepreneurism is the lifeline of any prosperous economy; hence for the agrofood sector to thrive, there must be a pool of passionate and committed agropreneurs.

"The agrofood sector has a wide range of products and services that can be commercialized. Unfortunately many of the people are not aware or they do not have the knowledge. At MARDI, we provide the technologies for those who are interested to venture into this business," informs Sharif who further highlights the fact that many of the current agropreneurs that have adopted MARDI technologies have made it good in their vocation and business.

Fueled by this encouraging scenario, MARDI is working on new programmes to encourage more Malaysians, especially the vounger generation, to become agropreneurs. Sharif realizes that many of the country's youths do not think of farming as an attractive profession and way to make money. But he wants to change their mindset and perception on this and show them that agriculture provides fields of opportunities for success.

"The involvement of the young in the agriculture sector is important to build on its sustainability. Modern day agriculture is totally different from the past and this must pattern. What used to be the rainy season is greeted with

The Centre in Cameron Highlands showcases the flora and be made known to them. It is a tough task to convince the young, but I am not unfazed by this challenge."

> MARDI's Youth Agropreneur Programme gives young Malaysians an opportunity to venture into the agriculturaland agrofood industries. The programme provides training, guidance, consultancy and access to grants and loans. They can take the technologies developed by MARDI at no cost and a grant of 30 percent of their total project cost is provided. MARDI does not believe in providing full grant as it wants them to be self-sufficient and work hard to ensure the viability of their businesses.

> Since its inception in 2014, more than 2400 participants have enrolled and benefitted from the programme, where more than 200 successful agropreneurs have achieved Level 2 (annual sales of RM50,000 -RM100,000) or higher, whilst 68 companies have been able to export their products overseas.

In order to inculcate the love for agriculture at an even vounger age. MARDI has introduced two programs called green shoots and tani warriors for primary and secondary school children respectively. These programs have been succesful in introducing simple agricultural technologies to these children.

#### Challenges and Concerns

"One of the greatest challenges faced in the industry is the issue of climate change. The uncertainty that accompanies it is the biggest fear. We can no longer predict the weather

One of the greatest challenges faced in the industry is the issue of climate change. The uncertainty that accompanies it is the biggest fear. We can no longer predict the weather pattern. What used to be the raining season is greeted with sunny weather, dry days and increase in temperature.

We need to develop smart climate agriculture and this involves identifying all the various factors involved; from studying the climate pattern and developing species or clones that are more tolerant to *drier weather and higher* temperature. Climate change is not going to go away and we have to learn how to mitigate it

sunny weather, dry days and increase in temperatures. The annual haze has upset the growth pattern of crops. We never know when flash floods will occur," laments Sharif.

How does MARDI overcome the problem of climate change and ensure crop survival and non-disruption of harvests?

"We need to develop smart climate agriculture and this involves identifying all the various factors involved; from studying the climate pattern and developing species or clones that are more tolerant to drier weather and higher temperatures. Climate change is not going to go away and we have to learn how to mitigate it," explains Sharif.

The biggest crop that will be affected by climate change will be rice and to ensure that we have a steady supply of our staple food, new varieties that can withstand the heat and require less water have to be developed.

Another way to determine steady supply of food production is to identify new methods of farming. Traditional farming which uses large swathes of land may not be the most productive in the near future. The heavy cost of maintenance and dependency on water, which is slowly depleting as a result of environmental degradation pose great burden on farmers.

Urban farming, vertical farming and fertigation, according to Sharif, are new options as the agricultural industry transforms as a result of climate change. Urbanisation is expected to increase by 2.4 percent annually, with 72 percent of the population concentrated in townships. By the year 2020, 40-45 percent of the urban poor will be in these townships, hence the practice of urban farming will help to reduce kitchen spending and extra harvests can be sold, bringing in extra income for families.

Countries with scarcity of land have successfully transported agriculture from the rural areas into cities. Rooftops are used to grow plants and vegetables and this helps to complement existing food production.





01) Paddy row seeder to ease rice planting at fields 02) Rock melon production using fertigation system 03) Launch of MARDI multi-species technology by Dato' Sri Ahmad









Images:
01) Launch of Cellcode by Dato' Sri Ahmad Shabery Cheek, Minister of
Agriculture
02) Datuk Sharif as Co-Chairman for High-Level Dialogue on Food Security and
the 2030 Agenda on Climate Change and Disaster Risk Reduction
03) Launch of MYSaveFood initiative by Dato' Seri Dr. Ahmad Zahid Hamidi,
Deputy Prime Minister

Malaysia must reduce imports on things that we can plant locally. Vegetables such as chillies, cabbages and leafy greens can be planted at home and there is no reason to import. We need to develop the knowledge and set up a cost effective system to make it viable and this where the young agropreneurs can take on the challenge

"

Other new methods include vertical farming which is the practice of producing food in vertically stacked layers or vertically inclined surfaces. With vertical farming, all environmental factors can be controlled and this will allow a constant supply of food even if the weather turns awry.

Fertigation is becoming popular in commercial agriculture. It involves the injection of nutrients into plants and less water is required for this method of cultivation.

MARDI will work on these choices to make it viable for large scale farming and transform the landscape of agriculture to a higher plane.

#### High Food Import& Food Wastage

Malaysians take pride in the nation's status as a food paradise but many of the ingredients used are not sourced locally but imported. Statistics from the The Ministry of Agriculture and Agrobased Industry (MOA) showed that we spent RM45.4 billion on food import last year. Malaysia gets its vegetables, fruits and meats from at least 120 countries. Common fruits such as watermelons, pineapples and even bananas are sourced from overseas to a tune of RM1.55 billion between January and June last year.

"Malaysia must reduce imports on things that we can plant locally. Vegetables such as chillies, cabbages and leafy greens can be planted at home and there is no reason to import. We need to develop the knowledge and set up a cost effective system to make it viable and this is where the young agropreneurs can take on the challenge," says Sharif.

Another great concern is the increasing food wastage amongst Malaysians. Malaysians like to eat and in the process orders or buys too much food that they cannot consume. A good example is the buffet lines at restaurants where diners heap their plates full with food and end up not finishing it.

"Are you aware that Malaysians waste 15,000 tonnes of food a day? This is a huge amount and we must educate the public on food wastage. MARDI has taken the lead in this respect; for any of our functions, we serve food in a box or bento style. Each box contains the right amount of food with proper nutrition and calories and if you need more, you can take a second box. This has help to cut down on cost and wastage," informs Sharif.













lmages:

01) Some of MARDI's innovative products: Virgin Coconut Oil, Stingless Bee Honey, Nutrima Cellcode, MARDI 74 fragrant rice 02) Harvesting stingless bee honey

To encourage Malaysians not to waste food, MARDI has an ongoing initiative called the MYSaveFood Initiative, which is part of the global network SAVEFood. Together with its network partners, the initiative aims to create awareness of why and how to reduce food loss and food waste through radio and TV broadcast, print and social media.

#### MARDI - Above and Beyond

As in all businesses, the need to stay relevant is important in ensuring its future growth and sustainability. The same applies for MARDI and we asked Sharif what the future will be like for the institute.

"R&D is an ongoing process and MARDI will be spearheading many new innovations in the coming days to transform the agriculture industry and boost the nation's food security and sustainability. In line with the new age of agriculture, MARDI's emphasis will be on society's well-being and wealth creation or monetising agriculture's downstream products."

Society's well-being is essential to enhance productivity and mobility while simultaneously strengthening social cohesion and national unity. In this respect, current technology will have to be reviewed and updated to facilitate faster and more efficient processes in order to boost productivity. This will enable the industry and country to stay ahead of challenges and stay competitive.

Monetising agiculture's downstream products will help to create wealth for the agropreneurs and the economy. Malaysia's bio-diversity is a hotspot for the creation of many food and health products and with MARDI's R&D, this sector creates ample opportunities of growth.

"There is a huge demand for anti-ageing and wellness products and MARDI will be focusing on these products. Currently, we have developed "Nutrima-cellcode", an anti-ageing product and modified Virgin Coconut Oil and will be expanding our portfolio of products for exports."

MARDI will also give a focus on 'Super food' – food which are labeled to have high doses of nutrients that would benefit one's health as well as having anti-oxidant properties. Starting with setting a standard for Madu kelulut or stingless bee honey, MARDI aims to expand this national unique treasure to be a homogeneous product to enable it to penetrate the International market.

MARDI will concentrate on developing higher levels of R&D to focus on production of tropical fruits and flowers for the local and export market. With markets like China importing exotic fruits and flowers such as durians and orchids respectively, Sharif is of the view that there is a huge market for Malaysia's agriculture produce and we must stamp our market share and not lose out to neighboring countries.

As a reputed and leading R&D institute, many of its research findings and technologies have been shared with other countries. An example is in rice cultivation, where several of MARDI's varieties have been planted in Brunei and helped to increase their rice production. Its technology to overcome weed problems is shared with rice growing countries such as Vietnam and Thailand.

"With the development of MARDI's cutting edge technologies, we should patent and monetize them. This will further strengthen MARDI's positioning as a global leader in R&D," guips Sharif.

The clock does not stop for MARDI and the days ahead for the institute are filled with interesting initiatives to discover new ideas and create technologies and innovations to fulfill its vision and mission of becoming the leading R&D brand in agrofood research and innovation.

"

Sweet profits in stingless bee farms: MARDI is eager to push kelulut honey as new entry into superfood market

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As the industry leader, MARDI must have a strong brand so that the industry and community know who we are and what we represent. As R&D is always view as "back of the house" department and operations, the need to promote and create the awareness is all the more important

### Malaysian Agriculture, Horticulture and Agrotourism Show (MAHA) 2016, December 1-11.

One of MARDI's popular events, the annual Malaysian Agriculture, Horticulture and Agrotourism Show (MAHA) 2016 is a much look forward event. Together with the Farmers, Livestock Producers and Fishermen's Day programme, MAHA which begins on 1st December this year, showcases all the different components of agriculture and the agrofood industry.

The 11 day event presents myriad opportunities for industry players to display their products and network while the public gets to see their favorite fruits and food on display and for sale. Millions of business transactions are also expected to occur during this period.

MARDI wants to use MAHA to motivate young entrepreneurs to participate in agro-based industries as their career of choice and MARDI officers will be present to explain the services and facilities that it provides.

#### Images:

01) Celebrating 99 days to MAHA with famous Malaysian cartoon icons Upin Ipin.

02) Launch of MARDI Siraj 297 with TYT Tuanku Syed Sirajuddin, Tuanku Raja Perlis as the quest of honour

02) Datuk Sharif with Prime Minister Najib Razak visiting MAHA 2014 exhibition

03) MARDlans unite for a better MARD



# THE DIARY

# INTERNATIONAL BRAND PERSONALITIES

Bestowed on personalities who have contributed significantly to the world and communities through their areas of expertise, recipients of The BrandLaureate Awards are role models and a source of inspiration to many. Here are some of our brand personalities who have been recently conferred with The BrandLaureate International Brand Personality Award. Congratulations!

#### **SEIJI OZAWA**

The BrandLaureate International Brand Personality Award The well known Japanese conductor, he entered the Toho School of Music in Tokyo, intending to pursue a career as a professional pianist. While still a student, he gained podium experience with professional ensembles, including the NHK Symphony Orchestra and the Japan Philharmonic. He graduated in 1959 with first prize in conducting and composition and travelled to Europe to pursue further studies. Long-time Boston Symphony conductor Charles Münch was so impressed with the performance that he arranged for him to study at the Berkshire Music Center at Tanglewood in the summer of 1960. In 1970, he became the music director of the San Francisco Symphony, and in that post proved himself a particular advocate of new



#### **AARON CROW**

The BrandLaureate International Brand Personality Award Aaron Crow is Belgian's foremost mentalist, magician and danger-act. He won first place Mental Magic at the "World Championships of Magic" and since then he has received multiple highly coveted awards like "Le Mandraqued'or" in Paris. He is mainly known for his appearance on Britain's Got Talent, during which he performed a blind-folded swordsmanship act. Since then he has been traveling the world with the bestselling magic show in the world "The Illusionists". He is indeed a highly respected and sought after performer in the entertainment world, both for his strong (silent) stage persona and his unique creations: unseen in the history of magic and there out. Often named "The Silent Mentalist" or "The warrior" or "Mystical", he has definitely created a unique brand that stands out when it comes to bringing audiences to the edge of their seats.

#### **DR BERTRAND PICCARD**

The BrandLaureate International Brand Personality

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Bertrand Piccard achieved the first ever non-stop round-the-world balloon flight. An internationally renowned medical doctor and psychiatrist, aeronaut and lecturer, initiator of the Solar Impulse program, chairman of the Winds of Hope charitable foundation. and a UN goodwill ambassador, he combines science a child. He was trained in these sports by his father global challenges. He was one of the pioneers of hang gliding and microlight aviation in the 1970s. He then initiated the "Breitling Orbiter" project, which in 1999 achieved the first non-stop balloon flight around the globe, capturing the records for the longest flight in the history of aviation in terms of duration and distance.

#### EDWARD MICHAEL BEAR' GRYLLS

The BrandLaureate International Brand Personality Award Edward Michael "Bear' Grylls is involved in a number of wilderness survival television series in the United Kingdom and the USA. As a matter of fact, he is well known for HIS TV series. Man vs. Wild, which aired from 2006 to 2011. Adventure sports such as mountaineering, sailing and sky diving interest him ever since he was and adventure in order to address some of today's who was associated with the 'Royal Yacht Squadron'. In pursuit of his sincerest zeal, coupled by natural talent, he has over the years unleashed an extraordinary writer and television presenter – all fashioned from the very nucleus of the investigative essence he bears within. Most of his expeditions have been aimed at raising funds for organizations such as 'Global Angels', 'The Duke of Edinburgh's Award Scheme', 'Royal National Lifeboat Institution', 'SSAFA Forces Help', 'Hope and Homes for Children'

# The BrandLaureate International Brand Personality Award

An Award-winning actress, director and screenwriter: Slyvia Chang has built an illustrious career as one of the greatest and most influential actress and filmmaker in the history of Asian film for four decades. In 1973, she made her screen debut in The Flying Tiger and subsequently won the best supporting actress award at the Golden Horse Awards for her work in Li Hsing's Posterity and Perplexity. She has starred in almost a hundred films throughout her career including blockbuster Aces Go Places, as well as Englishlanguage productions Soursweet and The Red Violin. She was named the "filmmaker in focus" at the Hong Kong

International Film Festival. Astonishingly, she holds the record for the most nominations for Hong Kong Film Award for Best Actress, with nine nominations and 2 wins.



Born on 16th of September 1963, Richard Noel Marx is an American adult contemporary and pop/rock singer, songwriter, musician and record producer who has sold over 30 million records. Marx placed himself in the record books by being the first solo artist to have his first seven singles hit the Top 5 on the Billboard Hot 100 singles chart. His record sales worldwide exceed 30 million. Aside from songs that he has written, composed, and recorded for himself, he has written and composed, collaborated on the writing and the compositions of, and produced such successful selections for other artists such as "This I Promise You" by NSYNC and "Dance With My Father" by Luther Vandross. His 14th and latest chart topper, "Long Hot Summer," performed by Keith Urban, gave Marx the distinction of having a song



H. H. SRI SRI RAVI SHANKAR The BrandLaureate Hall of Fame-Lifetime Achievement Award Sri Sri Ravi Shankar is a humanitarian leader, spiritual As a teacher and ambassador of peace. His vision of a stressfree, violence-free society has united millions of people around the world through service projects and the courses of natural disasters, survivors of terror attacks and war, children from marginalized populations, communities in conflict, among others. As a spiritual teacher, he rekindled ranked him as the 354th richest person in the Unite the traditions of yoga and meditation and offered them in a form that works in the 21st century. By reviving ancient wisdom, he created new techniques for personal and social transformation. In only three decades, his programs and initiatives have touched the lives of over 370 million

people in 152 countries; going beyond the barriers of race,

nationality, and religion with the message of a "one-world

#### DR DEEPAK CHOPRA

The BrandLaureateLegendary Award own Indian-American author, public spea ve medicine advocate and New Age guru, D alternat Chopra has written more than 50 books on th topics of alternative health practices and spiri of The Art of Living. As a humanitarian leader, he has with the core belief that "the human body and spirit developed and led programs that provide assistance intimately connected". Through his books and vide to people from a wide range of backgrounds—victims he has become one of the best-known and wealthing alternative medicine having sold over 2 million books in 30 languages. In 2012, Forbes magazin States, with a net worth of \$1.5 billion. Today, he has a yees called Infinite Possibilities International. Not she an expert in the field of mind-body healing, world-renowned speaker and author on the subject of alternative medicine.

DATUK JACKIE CHAN

The BrandLaureate International Brand Personality Award

internationally acclaimed martial arts movies, Jackie

Chan has been acting since the 60s and has appeared

style, comic timing, the use of improvised weapons and innovative stunts, which he typically performs himself; his unique blend of action and screwball comedy have made him an international film star. He has become the

highest-paid actor in Hong Kong and a huge international

of his films, often taking charge of duties ranging

star throughout Asia. He has total control over most

in over 150 films. Known for his acrobatic fighting

An outstanding actor, director and producer of

The BrandLaureate Legendary Award Jeff Bezos is known as one of the most radical economists of our time; particularly in nurturing the growth of e-commerce and the alteration of society's perception concerning Internet-based retail. As a truly prominent and encouraging presence in the vast ocean of entrepreneurs, investors and visionaries, he is ranked at Number 15 on the Forbes List of Billionaires, with his personal wealth estimated to be US\$34.8 billion. Under his trendsetting direction and guidance, Amazon.com has grown to become the largest retailer on the World Wide Web and a top model for Internet sales. Today, the brand is a household name on the fingertips which many simply cannot do without. He has indeed been an exemplary visionary who has in turn championed the dissemination of the seeds of knowledge into the future with his great foresight; enriching the citizens of the world through awareness; simultaneously planting a legacy for the betterment of humankind and the world through the daily.

For the latest updates on the discovery of our branding stars, visit our website www.thebrandlaureate.com or Facebook fanpage www.facebook.com/brandlaureate

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THE BRIEF \*COUNTRY

# THE BRIEF



#### MALAYSIA AND SINGAPORE TO JOINTLY CALL FOR HSR PROJECT TENDER

Malaysia and Singapore will jointly call a tender to appoint a Joint Development Partner (JDP) for the iconic Kuala Lumpur-Singapore high-speed rail (HSR) project. The tender will be called by MyHSR Corp Sdn Bhd and Land Transport Authority (LTA) of Singapore.

MyHSR chief executive officer Mohd Nur Ismal Mohamed Kamal, when contacted by Business Times, said he expected both local players and international firms to bid for the tender. The joint JDP tender follows the signing of the memorandum of understanding between Malaysia and Singapore on the HSR project.

Additionally, Mohd Nur said, the bilateral agreement is still on track for signing by the end of this year. In a joint statement issued, MyHSR and LTA said the tender is open to firms which have advised on large public private partnership infrastructure projects including HSR projects of similar size and complexity. It is also open to firms with experience in providing project management, technical, commercial or legal advisory services relating to HSR and/or rail projects of more than 200km of track.¬NST



#### MEDIA PRIMA AMONG 16 RECIPIENTS OF MATRADE'S EXPORT ICONS AWARDS

The Malaysia External Trade
Development Corporation (MATRADE)
presented awards to 16 export icons
for their outstanding contributions to
the export market. International Trade
and Industry (Miti) Minister Datuk Seri
Mustapa Mohamed presented the

awards to the icons in conjunction with MATRADE's 59th Merdeka Day celebration held at Menara Matrade.

The 16 award winners include KPJ Healthcare Bhd director Tan Sri Siti Sa'diah Sheikh Bakir, digital autopsy solutions provider iGene Sdn Bhd, burger patty giant Ramly Food Processing Sdn Bhd, corn-in-a-cup franchise Nelson's Franchise (M) Sdn Bhd, among others.

Media Prima Bhd as well as former MATRADE chief executive Samsudin Marsop were also presented with the special awards. Enfinity Vision Media was presented with the Creative and Multimedia Industry Award while NH Prima International Sdn Bhd was awarded with the Celebrity Export Award.

MATRADE chief executive officer Datuk Dzulkifli Mahmud said it believes that exports are one of the catalysts that helped our country grow. "Export champions should be rewarded for their contributions as a symbol of patriotism. Their export activities have not only increased national income but also opened up more job opportunities that have helped to upgrade the life of the people in Malaysia," he said.. - NST



## EKOVEST INJECTING RM850M AS EQUITY INTO HIGHWAY PROJECT

Ekovest Bhd is injecting RM850 million from internally-generated funds as equity into its Setiawangsa-Pantai Expressway (SPE) project. The company will issue a RM3.64 billion sukuk to part finance the SPE project.

"As part of the financing structure, Ekovest will inject RM850 million as equity into the project and this shows our commitment to deliver the best road infrastructure network in Kuala Lumpur," said Ekovest managing director Datuk Seri Lim Keng Cheng at the signing ceremony.

He said the total cost for the highway

was RM5.05 billion. An agreement was inked between Ekovest's unit, Lebuhraya Duke Fasa 3 Sdn Bhd, with principal adviser/lead arranger AmInvestment Bank Bhd and joint lead managers/joint bookrunners CIMB Investment Bank Bhd, Maybank Investment Bank Bhd and RHB Investment Bank Bhd.

Johari said the proposed issuance of sukuk wakalah would be among the largest for a new highway construction project. At "AA-", it was also among the highest rated sukuk so far this year. "It will also be the first public-private partnership project to use the government's reimbursable interest assistance as part of its financing structure." The sukuk wakalah has been assigned "AA-IS" by Malaysian Rating Corp Bhd.

The proceeds will be used for the design, construction, maintenance, operation and management of the 32.1km SPE. The SPE will link the Middle Ring Road 2 at Universiti Tunku Abdul Rahman to the Federal Highway/Kerinchi Link—THE STAR



### MDEC EXPECTS ANOTHER RECORD

MALAYSIAN Digital Economy
Corporation (MDEC), which attracted
its highest investment of RM4.6
billion last year, expects to set another
record this year. "Despite the economic
challenges, we have seen investments
steadily coming in. In fact, I am quite
confident we can break the record
again," said MDEC chief executive
officer Datuk Yasmin Mahmood in an
interview.

As of last year, MDEC attracted RM283 billion of foreign and domestic direct investments, generated RM105 billion of export sales, contributed RM317 billion of revenue to the economy and oversaw the creation of 158,549 jobs. Yasmin said some 80 per cent of those jobs were filled by Malaysians. "That's

what we really are doing at MDEC — creating a world-class corridor for tech-driven start-ups while making sure that the rakyat benefit the most from it."

Yasmin said Malaysia had come a long way since the establishment of Cyberjaya as a technological hub. "Where once our aim was to develop technological-driven corridors, we now have clusters upon clusters of start-ups trying to make it big in the global digital space. In fact, the growth of digital economy represents 17 per cent of the national gross domestic product. That is substantial already but it's not the end of the story. That is merely the beginning." - NST



### PROTON WILL REMAIN A NATIONAL CARMAKER

DRB-HICOM Bhd had wanted to match Proton Holdings Bhd with a foreign carmaker since the day it bought the national carmaker in March 2012, said group chairman Tan Sri Mohd Khamil Jamil. Khamil, however, said Proton would remain a national carmaker, noting that the company was going through the right phase of its turnaround programme.

"Since March 15 2012, we have always been scouting around. But now with the new management, we can work hand-in-hand with the government. We are very appreciative of the fact that the government is sensitive to the industry and supports Proton very well. Hopefully, by the end of this year, we will be able to analyze and evaluate the situation with the strategic foreign partner," he said after the launch of Pos Malaysia Bhd's EziDrive-Thru station.

Khamil is also Pos Malaysia's chairman. He also refuted reports that DRB-HICOM planned to sell all its Proton stake. "Proton is an icon and legacy in the Malaysian automotive industry and something that we cannot eradicate. Proton has contributed so much to the country in terms of employment, taxes

and research and development. I don't think Proton will stop there and for sure, DRB-HICOM will not stop there



#### COLOMBIA SEEKS MALAYSIA AS BUSINESS. INVESTOR PARTNER

Colombia is seeking Malaysia as a strong business and investor partner under the new macroeconomic and political landscape following a bilateral ceasefire agreement with a guerilla group. Its Ambassador to Malaysia Victor H. Echeverri said the recent signing of the agreement with FARC, the oldest guerrilla group in the South American continent, is a milestone and probably there is no turning back in this peace process that started in 2012.

He said the government will be able to focus on further strengthening the economy and attract foreign direct investments (FDIs) following the political stability in the country. "In this sense, the current GDP growth which is above 3 per cent could be increased to more than 5 per cent while the foreign direct investment is expected to triple up to US\$36billion in the medium term, thus placing Colombia among the world's top 20 in terms of FDI flows.

Malaysia can profit from this new macroeconomic environment in Colombia by entering into joint ventures and/or investing in key sectors like agribusiness, infrastructure, energy, manufacture and services," he said. Echeverri cited that Malaysia's expertise in agriculture industry downstream processes can benefit from the more than five million new hectares of land that will be available to expand agriculture business like palm oil and rubber, among others.

He said that Malaysia's venture into Colombia will enable the former Malaysia to be integrated in the value chain processes and reach more than 1.5 billion consumers in 47 countries through the latter's country's network of trade agreements.— THE STAR



#### MALAYSIAN COMPANIES APPEAL FOR MORE GOVERNMENT REPRESENTATION IN VIENTIANE

Malaysian companies operating in Laos have appealed to the government to have a stronger representation in Vientiane to assist in the dealings with the Laotian government and other stakeholders.

There are now 20 Malaysian companies which are actively operating in the country, in key areas such as hydropower, mining, development of specific economic zones, and infrastructure projects, especially railway which is led by Giant Consolidated Limited.

International Trade and Industry
Minister Datuk Seri Mustapa Mohamed,
who attended the Asean Trade
Ministers' meeting in Vientiane, said
companies are currently being helped
by the MATRADE regional office in
Ho Chi Minh in Vietnam. "Malaysian
companies have been playing an
important role in the economic and
social development of Lao PDR.

Mustapa said that to date, Malaysia's investment in Lao PDR stood at US\$430.2 million, the 6th largest foreign investor in the country. In terms of trade, it is relatively small, with trade having expanded from US\$2.4 million in 2003 to US\$17.7 million in 2015. - NST



#### AIRASIA TO LAUNCH SALE OF STAKE IN LEASING ARM, COULD VALUE UNIT AT \$1 BILLION

AirAsia Bhd, Asia's biggest budget airline, will kick off the sale of a majority stake in its plane leasing unit, a deal that could value the business at about \$1 billion. The Malaysia-

based carrier, headed by tycoon Tony Fernandes, has hired three investment banks to run the sale of the Asia Aviation Capital stake, the people said. They declined to be identified as the discussions were confidential.

The deal would help AirAsia boost its finances and slash debt after it faced criticism last year for its accounting practices. At an overall valuation of \$1 billion, the sale would be significant for a carrier with a market capitalisation of \$2 billion.

The airline plans to tap potential suitors including the leasing units of China's HNA Group, China Merchants Bank, and the aviation leasing company backed by Hong Kong billionaire Li Ka-shing for the sale. AirAsia was also open to selling the unit completely and its final valuation could change depending on how talks with potential buyers proceed.

The carrier is considering paying down debt or paying a special dividend from the proceeds. AirAsia has hired Credit Suisse, BNP Paribas and RHB Bank to handle the sale, and expects to complete it by early next year. REUTERS



### CYCLE & CARRIAGE BINTANG CEO RESIGNS

Cycle & Carriage Bintang Bhd (CCB), the largest dealer of Mercedes-Benz motor vehicles in Malaysia, has announced the resignation of its chief executive officer Datuk Wong Kin Foo. In a filing with Bursa Malaysia, CCB said Wong, 50, had stepped down to pursue other interests and opportunities outside the company.

Wong has served the CCB group for two decades. The CCB board has appointed Ramasamy Devaraju, the current director of operations, to manage the day-to-day operations of the company until a permanent successor is announced.

Last year the group's Mercedes-Benz operations recorded a 296 per cent

growth in net profit to RM40.9mil, and the year saw a return to recognising the annual dividend income from Mercedes-Benz Malaysia, a joint venture with Daimler AG.

For the first six months of this year, unit sales increased by 14 per cent but margins narrowed. Amid the softening economic environment, net profit from Mercedes-Benz operations managed to grow by 4 per cent to RM18mil



#### MALAYSIAN COMPANIES SIGN MOU FOR RM3.5B JAKARTA PROPERTY PROJECT

Malaysia and Indonesia's largest property developers plan to develop an affordable housing project in greater Jakarta, Indonesia, riding on the growing middle class population of Southeast Asia's largest economy. Sime Darby Bhd, I&P Group Sdn Bhd and SP Setia (Indonesia) Sdn Bhd have signed a Memorandum of Understanding (MoU) with PT Hanson International Tbk to jointly develop about 500 hectares in Maja, Tangerang,

The project has a gross development value of IDR11.29 trillion (RM3.5 billion). Under the MOU, the companies plan to enter into a joint venture where the Malaysian companies will have an equity interest of 20 per cent each while PT Hanson will hold the remaining 40 per cent. The parties will continue negotiations to finalize the details and work on an agreement within three months.

The companies exchanged the documents at the sidelines of the 12th World Islamic Economic Forum (WIEF). The MoU exchange was witnessed by Prime Minister Datuk Seri Najib Razak and WIEF chairman Tun Musa Hitam.

Maja is located to the west of Jakarta and it is near industrial areas in the Banten province where there are about 400,000 people working at 1,500 factories. It is about 90 minutes away from central Jakarta by train- NST

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# THE BRIEF \*WORLD

# THE BRIEF



#### BARNES & NOBLE FIRES CEO BOIRE, BOARD SAYS NOT A 'GOOD FIT'

Barnes & Noble Inc Chief Executive Ronald Boire would leave, after less than a year at the helm, as its board had decided he was not a "good fit" for the bookstore chain operator. Executive Chairman Leonard Riggio would postpone his retirement and would assume Boire's duties, along with other executives, the company said

Riggio, who is also the company's founder, was scheduled to retire in September following the annual shareholder meeting. Barnes & Noble said its board had determined that "it was in the best interests of all parties for Boire to leave the company", but did not provide further details.

Sales at Barnes & Noble, which operated 640 bookstores in the United States as of April 30, have been falling for the past two years due to rising competition from Amazon.com Inc.

The company said it would continue to work on its strategic initiatives, which includes expanding its product catalog to include hot-selling items such as adult coloring books, art supplies, music vinyls and toys. Barnes & Noble said it would immediately start the search for a new CEO to replace Boire, who joined from Sears Canada Inc in



#### ZUCKERBERG SELLS US\$95MIL IN FACEBOOK SHARES FOR PHILANTHROPY

Facebook Inc chief executive officer Mark Zuckerberg has made his first big share sale to fund his family's philanthropic initiative. The sale of more than 760,000 shares of Facebook stock, valued at about US\$95million, was made by Chan Zuckerberg Initiative Holdings and the Chan Zuckerberg Foundation, according to a regulatory filing.

The price of the shares ranged from US\$122.85 to US\$124.31. It will be the first of many sales in Zuckerberg's plan to fund solutions for problems in health, science and education. After the birth of his daughter Maxima, Zuckerberg and his wife Priscilla Chan pledged to give away 99 per cent of their wealth during their lifetime. At the time, the December pledge was worth about US\$45billion. Since then, Facebook stock has gained more than 15 per cent. – BLOOMBERG



#### PFIZER NEARS DEAL TO ACQUIRE MEDIVATION FOR CLOSE TO US\$14 BILLION

Pfizer Inc is in advanced talks to acquire US cancer drug company Medivation Inc for close to US\$14 billion, as it seeks to boost its oncology portfolio. Pfizer has agreed to pay a little more than US\$80 per share for Medivation, a substantial premium to the US\$52.50 offer for Medivation that France's Sanofi SA made in April, which eventually resulted in the company putting itself up for sale. Medivation shares ended trading in New York at US\$67.16.

Pfizer, Sanofi, Merck & Co Inc, Celgene Corp and Gilead Sciences Inc had submitted expressions of interest to acquire Medivation. The strong acquisition interest in the San Francisco-based company illustrates how demand for new cancer treatments, which can possibly add years to patients' lives, could spell billions of dollars in revenue to the companies that own them.

Pfizer has so far prevailed in the auction for Medivation and could announce a deal, although the negotiations still could fall apart at the

last minute. The deal is expected to be paid for by Pfizer in its entirety, or at least mostly, with cash. - RUETERS



#### FORD PLANS SELF-DRIVING CAR FOR RIDE SHARE FLEETS IN 2021

Ford Motor Co plans to offer a fully automated driverless vehicle for commercial ride-sharing in 2021, the automaker announced, expanding its efforts in driverless cars and ride sharing - two areas where rivals have already made inroads.

To help speed development of self-driving cars, Chief Executive Mark Fields said Ford is hiking investments in Silicon Valley technology firms, tripling its investment in semi-autonomous systems, and more than doubling the size of its Palo Alto research team while expanding its campus in Silicon Valley.

"We're not in a race to be first," Fields said, adding he was not concerned that rival General Motors had made a high-stakes play in ride services with its US\$500 million investment in Lyft in January.

Ford Chief Technical Officer Raj Nair said the company likely will not offer a similar driverless car without steering wheel or pedals to consumers until 2025 or later. Launching a self-driving car first for ride-sharing is a better way to reach the mass market and make the cars more affordable, he said..



# NIKE TO EXIT GOLF EQUIPMENT BUSINESS

Nike Inc, the world's biggest sportswear maker, said it would stop selling golf equipment, including clubs, golf balls and bags. The company, which built its golf business on the success of golfer Tiger Woods, said it would instead accelerate innovation in its golf footwear and apparel business and on partnering with more golfers.

Nike did not give a timeline for the planned exit. The company is the second major sporting goods maker reviewing its golf business. Adidas said in May it would sell the bulk of its loss-making golf business, hurt by waning interest in the sport, especially in the United States.

For Nike, the problem is particularly acute. A Nike-sponsored golfer hasn't won a major golf tournament in the prior eight championships, according to ESPN. Nike is also facing stiff competition from smaller domestic rival Under Armour Inc, which has successfully lured top sports personalities to endorse its brands.

Sales in the golf business fell 8 per cent to \$706 million in Nike's latest financial year ended May 31. It is one of the company's smallest businesses, contributing about 3 per cent to its total revenue-REUTERS



### VOLVO AND UBER TEAM UP TO DEVELOP SELF-DRIVING CARS

Volvo Car Group has agreed a US\$300millon alliance with Uber to develop self-driving cars, the latest move by traditional vehicle manufacturers to team up with Silicon Valley firms long seen as disruptive threats to their industry.

The partnership will see the Swedishbased carmaker, owned by China's Geely, and ride-hailing service Uber pool resources into initially developing the autonomous driving capabilities of its flagship XC90 SUV. The investment will be roughly shared equally by the two companies.

Uber will purchase Volvos and then install its own driverless control system for the specific needs of its

ride-hailing service. Volvo will use the same vehicle for its own autonomous driving project, which is based on a plan that still envisages having a driver in the car. The investment will go towards researching and developing both hardware, such as sensors used to detect traffic and obstacles, as well as software for the self driving cars.



#### THE WORLD'S HIGHEST AND LONGEST GLASS BRIDGE JUST OPENED IN CHINA

Across China's Zhangjiajie Grand Canyon, 980 feet above the floor of the deep, tree-lined chasm, stretches a terrifying new glass-bottomed bridge. The Zhangjiajie Grand Canyon Glass Bridge opened to the public in the Hunan Province, and is now the tallest and longest glass bridge ever built. The walkway is more than 1400 feet long and 6 feet wide, and can accommodate 800 visitors at a time.

Designed by Israeli Architect Haim Dotam, the bridge's floor is made of 99 panels of multilayered glass, allowing those who dare to cross the chance to see just how far above the ground they stand. "The Zhangjiajie Glass Bridge was designed to be invisible as possible — a white bridge disappearing into the clouds," Dotam said.

According to China's CCTV, the bridge cost \$3.4 million to build. It was originally slated to open earlier this summer, but the date was pushed back to allow for more rigorous safety inspections. In June, volunteers were invited to try to smash the glass panels with sledgehammers to demonstrate their strength and durability. Officials also drove a car across the bridge during the test ceremony.

The Zhangjiajie Bridge is the latest and perhaps most impressive, in a series of glass walkways that have been constructed in China over the past couple of years. Earlier this summer, an 88-story glass skywalk debuted on the

outside of Shanghai's Jin Mao Tower, offering similar thrills- BUSINESS INSIDER



#### WORLD'S LARGEST INDOOR THEME PARK TO OPEN IN DUBAI

The world's largest indoor theme park is set to open in Dubai to lure back some of the tourists and residents who often flee abroad during the scorching desert summer. In a sandy suburb beyond Dubai's concrete jungle and pockets of artificially green spaces, IMG Worlds of Adventure's boxy exterior belies a 140,000-square metre (1.5 millionsquare foot) air-conditioned cathedral of entertainment teeming with animatronic dinosaurs, roller coasters, Marvel superheroes and Cartoon Network characters.

As it stands now, stir-crazy families in Dubai - a tourism and financial hub which already boasts the world's tallest building - have few places to stretch their legs beyond expensive malls while temperatures outside can approach 50 degrees Celsius (122 Fahrenheit).

"Dubai still suffers from a certain amount of seasonality during the June, July, August period," Lennard Otto, CEO of the new \$1 billion attraction, told Reuters. "We will hopefully drive tourism in those periods to make Dubai an allyear-round destination," he said, ahead of the theme park's opening-REUTERS



#### APPLE TO BOOST CHINA INVESTMENTS AS DEMAND SLOWS

Apple Inc will boost its investment in China, one of its largest but increasingly challenging markets, and build its first Asia-Pacific research and development center in the country, Chief Executive Tim Cook said. Cook made the pledge during a trip to China, at least his

second in four months, as demand for Apple's iPhones has plummeted in the world's second-largest economy and the government remains wary about foreign technology.

Apple's new research and development center will be built by the end of the year, Cook told Vice Premier Zhang Gaoli, one of China's most senior officials, according to CCTV, the official Chinese state broadcaster. The center will unite Apple's engineering and operations teams in China and is also intended to deepen the company's ties to partners and universities.

Apple's announcement came after the head of China's industry and technology regulator in May told Cook he hoped Apple could deepen its cooperation with the country in research and development and stressed information security.

Sales in Greater China, once touted as Apple's next growth engine, decreased by one-third in its fiscal third quarter, after having more than doubled a year earlier. The results did not include inventory drawdowns as retailers sold phones in stock faster than new supply coming from Apple, meaning that demand was not as weak as it seemed



### ICONIC NYC MALL TO REOPEN AT GROUND ZERO

New York's new downtown is starting to take shape. Nearly 15 years after the devastating Sept. 11 attacks, the World Trade Center mall will officially open. Fifty to 60 of the centre's 113 tenants will be opened for business, with the remainder cutting the ribbon on their shops before the holiday season. Tenants include Apple, Victoria's Secret, H&M. Under Armour and Lacoste.

Westfield invested \$1.4 billion in the redevelopment, and retail construction began in November 2014. The centre, whose first shops were originally slated to open last year, includes 365,000

square feet of retail space and is fully leased. Westfield expects the World Trade Centre site to generate \$1 billion in annual sales.

"We're really excited to be downtown," said Ruby Victor, head of marketing for Smythson of Bond Street. The London-based luxury label is hoping its World Trade Centre store will raise awareness for its brand in the U.S. The company currently has a flagship store on a stretch of Madison Avenue that's popular with international travelers and other tourists-CNBC



#### AFTER 15 YEARS, SUBWAY HAS A BRAND NEW LOGO

Subway is doing something it hasn't done in more than a decade. It's changing its logo. The sandwich shop revealed that it's ditching its bulky, outlined lettering in favor of a more simplified, clean design.

"We see this as a way to refresh our look while remaining true to the brand's roots by using the vibrant color palette of the mid '60s when we were founded," a spokeswoman from Subway told CNBC.

The new lettering retains elements of the previous design such as the iconic arrows, which the company says symbolize the choices Subway provides its guests. This is the sixth time in the company's 50-year history that the sandwich chain has altered its logo.

The change in Subway's logo comes as the company hopes to recover from its second straight year of lackluster earnings. The company reported in May that its revenue for 2015 dropped 4.3 per cent. The sandwich shop has introduced several new subs to its restaurants in the last year from rotisserie-style chicken to carved turkey hoping to drive foot traffic in its stores.

Subway will implement its new logo worldwide in early 2017. - CNBC

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# THE DIARY

# INTERNATIONAL CONFERENCE ON BLUE OCEAN STRATEGY (ICBOS) TRANSFORMING NATIONS THROUGH

# CREATIVITY AND INNOVATION





International Conference on Blue Ocean Strategy at the Putraiava International Convention Centre (PICC) with Innovation

advanced country by 2020, Malaysia has put creativity at the heart of its national development efforts. It applied rapidly delivering high value impacts and outcomes to the people of Malaysia, while keeping the costs of providing government services low. Since its adoption in 2009, over 90 NBOS successful initiatives have been

18th of August 2016 - Malaysia recently hosted the implemented by over 80 ministries and agencies, which closely collaborate to share resources, eliminate duplication and deliver high value to the general public.

the theme; Transforming Nations through Creativity and The three-day conference gave an ultimately valued opportunity for participants to share knowledge and ideas of how to inject creativity and innovation in the formulation and implementation of national policies and initiatives. During the conference, there were keynote speeches and panel discussions by national leaders, eminent speakers. In order to achieve its national goal of becoming an and global experts from all around the world. In conjunction with the conference, an NBOS Open Day and Exhibition was held at the same venue. Through these events and activities, participants had an opportunity to explore the various creative and innovative initiatives implemented by Malaysia and observe how these initiatives have the National Blue Ocean Strategy (NBOS) approach of successfully adopted the NBOS approach of rapidly delivering high impact to the people while keeping costs low.

> Approximately 5,500 participants from around the world attended the conference, including national leaders from Commonwealth member countries, ASEAN nations, and members of the Organisation of Islamic Cooperation (OIC).

### PROPERTY INSIGHT GUIDE TO INVESTING 2016/2017 SECOND EDITION BOOK LAUNCH



leading property media and events company.

Apart from useful real estate analytics, property investment profiles and investors' inspirations, this tastefully-designed annual coffee table book features investment opportunities for investors.

Armani Media Managing Director KK Chua said, "Nothing beats investing in brick and mortar when it comes to comparison with other investment options, as it presents development in Malaysia's property sector, presented in purchase." classy design and with great detail. The analysis reports capture the interest of readers in a quick manner and bring out the investment value of the properties."

18th of August 2016 – The launching of the second As such, a holistic approach in the design and improvements for this year's edition was being carried out by the edition of "Property Insight Guide to Investing Property Insight Editorial team. Showcasing a plethora of top property developments by local developers, the book 2016/2017" was held by Armani Media, Malaysia's represents a compendium of detailed and highly informative quide on developments that are appealing to those enthusiastic about property.

> These developments are indexed by Residential, Commercial and Industrial investment portfolios, with content focused on the investment value, rather than the physical product.

award-winning investment profiles and the best property Chua also stated, "The market sentiments for the second half of 2016 improved gradually, aided by the fact that some local banks have lowered their rates for buying properties. Property hunters should take advantage of the low bank interest rates to buy properties now as a hedge against inflation. The current rates offered by some banks were also among the lowest in the history of housing loans in the country, which should spur property hunters to purchase properties for investment.

a far better stability and more certain returns. Hence The participation from major key developers, namely BCB Bhd, Sunsuria, 1&P Group, Titijaya, UM Land, Hatten Group, with that in mind, this year's edition of the "Property" and many more have made this coffee table book the most anticipated and value-added Guide for investors in Insight Guide To Investing 2016-2017" presents more intheir decision making. We are targeting a mass-distribution of this Guide by September 2016 to Property Investor depth analysis and a detailed breakdown of growth and enthusiasts, top management executives, business associates, major bookstores worldwide, as well through online

# THE DIARY

## ASIA'S LARGEST EVER 5G SUMMIT '5G ASIA' **ANNOUNCED**

THREE-DAY SUMMIT TO REVEAL THE 'FUTURE OF 5G'



Co-located with... Network Virtualization & SDN





summit to date, 5G Asia, has announced it will take place examples of what the future holds. over three days at Marina Bay Sands from 26th - 28th will be bigger than ever before, delivering an extensive emerging markets in the region.

opportunity to discover how the most innovative operators are getting 5G ready, along with how they will start to optimise their own LTÉ Networks through Carrier Aggregation, LTE-A, VoLTE, Video and RCS.

19th of August 2016 – As Asia Pacific continues to Moving towards a connected generation where connectivity is a key challenge, the event will hear from IoT experts play a dominant role in global 5G, the region's largest for the first time, to share use case for 5G networks while the demo zone in the exhibition will reveal hands-on

September 2016. Formerly, known as LTE Asia, 5G Asia Filled with cutting-edge content, future-focused product demo and unrivalled opportunities to meet with the LTE and 5G ecosystem, 5G Asia is the leading event in the APAC region to set the path for the connected future. Produced 'industry breaking' agenda across a number of topics to by Network Virtualisation and SDN Asia, 5G Asia provides the platform to discuss the future of wireless networks and reveal the 'future of 5G' - aimed at both the advanced and technology in the APAC region - the most advanced LTE & 5G markets in the world.

5G Asia is set to help delegates visualise the end-to-end 5G ecosystem and requirements needed to build the This year's event will offer attendees an unrivalled 5G network. Speakers at the 5G Asia Summit include, but are not limited to Jon Vestal, Vice President Product Architecture of Telstra, Fumio Watanabe, Chairman of KDDI R&D Labs, Park Jin-Hyo, Senior Vice President of SK Telecom and Ming Lim, Director Product Development of Samsung.

> Alongside the event's stellar speaker line-up, LTE Asia also boasts a 50% operator attendance and will provide additional opportunities for delegates, including executive speed networking sessions and roundtables with the region's key players and a pitch to the press' section - uniquely set up to give a platform to the industry's start-ups.

### KL FASHION WEEK 2016







Lumpur the region's next fashion capital.

more on The Runway Collection. Introduced during KLFW 2014, The Runway Collection 2016 feature neverseen-before runway-worthy looks from more than 80 Designers, showing exclusively during the Kuala Lumpur Fashion Week 2016 from 17th to 21st of August 2016 at by 2020. the Centercourt of Pavilion Shopping Center.

Fashion week is that time of the year when the rich and Kuala Lumpur Fashion Week Ready to Wear was conceptualized in 2013 as a B-2-C Platform for Malaysian designers fabulous come out and play. It is the field for designers to showcase their Ready to Wear Collections and ultimately highlighted the strength and creativity of the Malaysia's to potentially mark their career to soaring heights by Fashion Industry to local and international customers. Last year, the Fashion Week brought more than 100,000 getting spotted by buyers, in hopes of making Kuala people together over 5 days at Pavilion Kuala Lumpur to witness more than 80 Local Designers' Collections.

Working closely with Tourism Malaysia, KLFW 2016 also invited International Designers from China, United Kingdom, This year, Kuala Lumpur Fashion Week (KLFW) Ready to Australia, Singapore and Indonesia to establish a bi-lateral dialogue and promote the International growth of our Wear attracted more international attention by focusing local designers in the very near future and to attract more revenue to the industry.

> Fashion week has become a cultural phenomenon around the world, not just limited to Milan, Italy, Paris and New York. Fashion week in Asia in particular is hitting strong and globally pervasive. Bloomberg recently reported that Malaysia's clothing and textile industry's export value hit a whopping USD3.8 billion, and this is expected to double

# THE DIARY

### ■2016 PROTON PERSONA OFFICIALLY LAUNCHED FOR THE YOUNG AND TRENDY



with prices starting between RM46,800 and RM59,800. Proton's chief executive officer, Datuk Ahmad Fuaad ride and handling as well as reduced noise vibration and navigation, Bluetooth connectivity and accepts USB, AUX inputs. harshness.

Persona," Fuaad said at the launch here earlier.

mind and would appeal to those who are looking for a car sterling silver, graphite grey, quartz black and carnelian brown. which is stylish with many attractive features to provide pleasurable drive but at the same time affordable and highly rated in terms of safety," he added.

23rd of August 2016 - Proton Holdings Bhd recently The event was graced by International Trade and Industry Minister Datuk Seri Mustapa Mohamed. The new Persona unveiled an all-new B-segment car, Proton Persona, is the second generation of the Persona family, first introduced in 2007. It is powered by a 1.6L VVT engine for better fuel economy and is the first Proton car to have an ECO Drive Assist indicator.

Kenali said the all-new Persona has evolved significantly The high-spec Premium trim will set you back just under RM60k, and comes with all the bells and whistles. over its predecessor in term of features, advanced including steering-mounted audio controls, front fog lamps, two rear USB charging ports, remote trunk release, technology, design and built, including a more refined leather upholstery and a 2-DIN touchscreen infotainment unit. The latter comes with DVD playback capabilities, GPS

In terms of safety, all variants of the Persona come with ABS (with EBD and brake assist), electronic stability control "For its class, it is really a pleasure to drive the all-new (ESC), traction control, hill-hold assist and ISOFIX child seat anchors (with top tether). The airbag count stands at six for the Premium, while the Executive and Standard will have just two.

"The car is targeted for the young and trendy segment in Available in three variants - standard, executive and premium - it comes in six colours namely cotton white, fire red,

### THE BRANDLAUREATE OLYMPIC CHAMPION CONTEST 2016



23rd of August 2016 - The BrandLaureate Olympic conjunction with the RIO 2016 Olympic Games, received good response.

It was a close competition amongst participants to choose the Best Overall Athlete with the highest gold medals. Among the answers received include: Michael Phelps, Simone Biles, Katie Ledecky, and Usain Bolt. Finally, we've identified American swimmer Michael Phelps as the Best Overall individual athlete for winning amazing prizes," said Keat Lye Teo (1st Prize winner) 5 Gold Medals and 1 Silver in RIO 2016.

As of August 13, 2016, Phelps has won the most Olympic medals with 28 medals (23 gold, 3 silver, 2 bronze). He is also the most decorated Olympian in individual events, with 16 medals (13 gold, 2 silver, 1 bronze) in the world. Therefore he is undoubtedly the Olympic Champion!

#### **Congratulations To The Winners**

First prize winner, Keat Lye Teo from Penang, who won a GOPRO Hero 4 Session Action Camera is a Senior Project Engineer who often commutes between Hong Kong and mainland China for work. Keat said winning the first prize in The BrandLaureate Olympic Champion came as a total surprise to him. "I chose Michael Phelps because it was the only sensible choice to pick a legendary athlete with the most events, and highest gold medals at stake, and who could possibly win them all!"

Keat also noted that the RIO 2016 Olympics has been Champion contest, held from 5th to 15th August in a real eye opener, as most athletes doubled their efforts to break their own personal records, and even set new World records, beyond all expectations. He also congratulated the Malaysian team for winning four Silver medals in RIO 2016. "Svabas Team Malaysia, for making Malaysia proud," he said.

> "Thank you once again The BrandLaureate, for organizing the Olympic Champion contest, and for giving out those

> Meanwhile, second prize winner Daniel Lim, also from Penang, won a Fitbit Charge HR Tracker (worth RM890). The Internal Audit Executive said this year's RIO 2016 Olympic games has ignited the spirit of sportsmanship and camaraderie amongst athletes and spectators alike.

> On how it feels like to win the second prize, he said: "Michael Phelps has been my idol and a legend. He inspired me to overcome life challenges, to become a better and stronger person. Therefore winning the second prize came as a double joy to me.

> "Thank you the BrandLaureate for giving me an opportunity to celebrate the success of my Olympic hero, and also to be rewarded for it," said Daniel Lim

> Third prize winner Badiuzaman Mohd Noor from Kuala Lumpur won a Fitbit Flex Wireless Activity Health

Wristband. Overjoyed by his success, this avid "contest fan" who loves taking part in contests during his leisure, posted his winning results on Facebook.

Badiuzaman who works as Assistant Accountant at Ministry of Foreign Affair in Putrajaya said the RIO 2016 Olympics has united Malaysians as we gave our unreserved support to the Malaysian team irrespective of race and religion.

"I chose Michael Phelps as the winner because of his successful track-record in swimming in the past two Olympics, and his success is an inspiration to others that nothing is impossible,"

"Thank you The Brandlaureate for organizing this exciting contest for all the fans," said Badiuzaman Mohd

All three winners also receive an invitation to the BrandLaureate Awards ICON dinner to be held at The Majestic Hotel in October 2016, while the first and second prize winners will get an additional one year subscription to The BrandLaureate Business World Review.

# CONGRATULATIONS TO ALL THE BRANDLAUREATE RECIPIENTS WHO HAD WON MEDALS AT THE OLYMPICS 2016

THEIR PRIDE IS ALSO OUR PRIDE

**USAIN BOLT** MO FARAH PANDELELA RINONG KEI NISHIKORI DATO' LEE CHONG WEL SIMONE BILES NICOLA ADAMS JASON KENNY

WE ARE NOT THE BRANDLAUREATE FOR NOTHING! THEY ARE NOT THE BRANDLAUREATE RECIPIENTS FOR NOTHING! -DRKKJOHAN-



# Rio2016

### The End of a Glorious Event

It seems a long time ago now, but on August 5th the curtain came up on the first Olympic Games to be staged in South America. And what a show it was. A joyful sashay through Brazil's extraordinary musical heritage was infused with a social message and a warning over the dangers of climate change. The athletes were cheered to the rafters, none more so than the refugee team, while Brazil's diversity and natural beauty were celebrated with style. Thank you to all our Olympians for your hard work and dedication at the Rio 2016 games. 2016 will go down in history as the year Malaysia won the most Olympic medals - 5! To all our Olympians, Malaysia is proud of you! Now, as the curtain fell on the Olympics, we take a look at some of the most unforgettable moments of the 2016 Games.



slamming woman's carry.

Japan celebrates

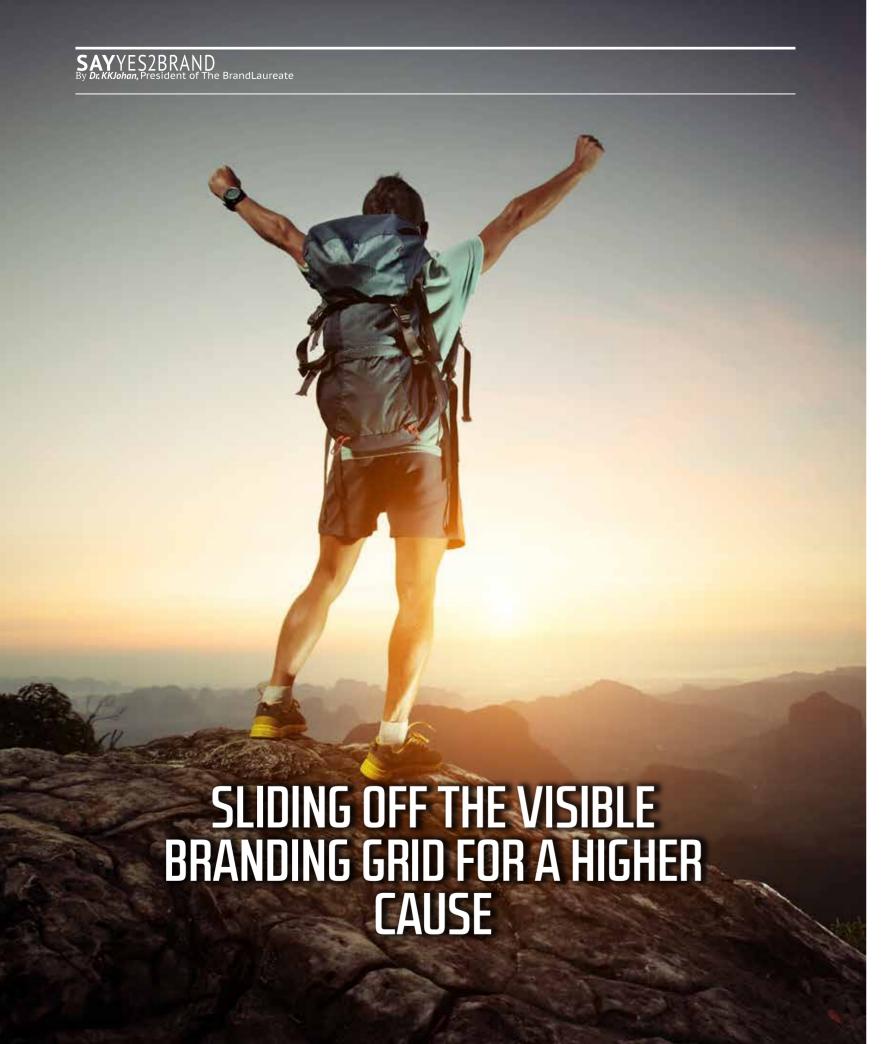
winning gold

in wrestling by

100-metre 16 trips to the Summer Games







### COUNTRY BRANDING SERIES

#### **COUNTRY BRANDING FROM A HUMAN** PERSPECTIVE

and gives me a complement by saying I look in my forties. It goes without saying, having a couple of decades shaved off my actual age always makes my day! Still, age is but a number. Putting things in perspective, the somewhat uncanny irony about life is it is short: and vet there is much to be done. To achieve something of significance, one is forced to focus primarily on a particular thing to maximize the outcome given the limitation of time. Again. herein lies the paradox – in pursuit of said targets. terrain without first properly mapping out a proper we miss out on actually 'living' life to the fullest.

A nation is made up of many lives. It defines many lives. It is poised to touch many lives to come. What we do today, particularly in the arena of *Country* Branding, can indefinitely shape a country's future and bring about an outcome which will thereby affect the lives of many – both in the present and in time to come. This is in fact a specimen of timeless resonance with a far-reaching effect. How we Brand our country adds quality to the limited time we have to walk this good Earth.

At the end of the day, our entire life's work can be simplified as a testimony of our Brand - be it personally or for the organization or company one stands for. To ascertain if something is significant or not is entirely up to us - for we determine the parameters. In short, we set have our personal goals as well as organizational targets on what we aspire to achieve and how we aim to do it within the vacillating, yet limited time allotted to us.

"We have established that Branding is great. We know beyond the shadow of a doubt that Branding is so imperative that we nearly cannot do without it; in fact it is so pivotal, that if we choose to live a life without Branding, we are in fact opting for an existence of sacrifice."

Sometimes someone on the street walks up to me In truth, we cannot, as *Brand Champions* of our own right, regardless of how we fit as cogs in the grand machinery of Branding, undermine the importance of this tender stage. How we plan and outline our next course of action will trickle down to how the rest of the world will ultimately view our nation for all streams of personal and corporate Branding eventually flow in one direction and congregate in the immense ocean of Country Branding. With this in mind, we surely cannot navigate such torrential

#### THE RAVENOUS ECHO THAT CONSUMED THE **DOCILE SONG**

Yet another irony is one can have a visually impactful life of having walked with kings and great leaders of the human civilization, and yet leave nearly no significant mark upon those around, or worse still, to the people that matter most to you. It would seem as though external 'greatness' is triumphed only by a monumental flaw in matters closer to home the things that are material when the adolescent shine is washed away by the veteran rains of waking

Every now and then, we hear of those who opt to leave their own material comforts and personal Branding, setting self glory aside in order to offer help to the needy and the destitute – an inglorious path that many would choose not to follow. Such individuals are willing to trade in their own goals of a better Branding for a thankless path that is perhaps more gratifying than anything fame or money can ever hope to attain.

I recently heard of a couple that gave up everything to care for stray dogs. And they have done so to the best of their abilities, sacrificing many of their own comforts in the process. Such passion, sealed in kindness, causes me to ask deep questions within. What could inspire people to remove themselves



How do we perceive life: Is it a dog's life: or something more of value?



A nation is made up of many lives. It defines many lives. It is poised to touch many lives to come. What we do today, particularly in the arena of Country Branding, can indefinitely shape a country's future and bring about an outcome which will thereby affect the lives of many.

"

So now it all boils down to how one might treat a dog. Would you embrace the animal with utter care? Or would you just shoo it away without a second look?

"

from the rat race for a better life for themselves; and instead focus their energies of the betterment of life for animals? Is there something I am missing in the big picture? Perhaps channelling one's attention to what one likes to do in order to make a difference is not so hard to understand after all... Value is not always limited to money – it transcends that.

## How do we perceive life: Is it a dog's life; or something of more value?

To me, I think this is a newform of Branding. Yes, it is selfless. Yes, it can be thankless. But it builds an unseen Brand that takes the focus away from the 'I'. It neuters the egocentric pride of self and automatically transforms an otherwise generic endeavour into one that is more universal and holistic. There is positive energy is such endeavours and this is refreshing in a world that has become stale with never-ending material gain and insatiable desires. it is a clear departure from the norm. And it makes a difference in the arena of *Country Branding!* Anything this noble and pure will raise up the name of the beloved *Motherland* in a way that supersedes what market-driven Branding can ever hope to do!

### SACRIFICING THE GLORY OF BRANDING FOR AN UNEXPECTED SATISFACTION

Imagine if the nation is filled with Brands that are selfless. Then national Branding will be different – one that is encouraging, optimistic, positive – and on the whole admired by the world. A by-product of all this goodness is one that instils goodwill in the hearts of humankind. It becomes a culture and a new way to perceive the Brand that is a nation. Based on the contemporary state of affairs, this is more important now than ever before.

In a world that is infected with the *VUCA* (volatility, uncertainty, complexity, ambiguity) elements, it is more likely that the Brands that will survive are those that reach out to the planet in order to make it a better place. After

all, Brands are remembered not because of their greatness – but because of the great way they touch us inside. It is, for lack of a better expression, such selfless branding that encircles the notion of *Brand Immortality* in a real manner.

# "There are people who treat life like they might a dog."

If you intend to Brand in way that extends beyond yourself, beyond your company and beyond your lifespan, then invest your best efforts in a Brand that will outlive you. A Brand that can reach out and touch lives to make this world a better place is ultimately more than a Brand. It becomes an undying name in a world where everything will ultimately pass away...

#### REDEFINING PERSPECTIVES

The secret of successful (and positive) *Country Branding* transcends the common paradigm of Brands and Branding. A nation can be remembered (and thereby respected) for centuries for something achieved in the past because said Branding has embraced an elevated form that borders on the immortal or even the surreal. Such Branding is able to inspire, even long after the initiators of the endeavour have parted from this world... Even years after a Brand has changed from what it once was to a new creature conditioned by the necessities of time.

"So now it all boils down to how one might treat a dog. Would you embrace the animal with utter care?

Or would you just shoo it away without a second look?"

The radius of Branding involves a wide spectrum, certain shades which may even appear invisible to the untrained eye. Branding as a nation – *Country Branding* – can impact the globe profoundly, and can take place through a variety of channels. Via today's wide connectivity versus 'shrinking world' hypothesis, a Brand can go further than any Brand

ever could before in less time! This means the potential of *Country Branding* today can reach and capture the eyes of other nations upon the stage of the more educated, literate and tech-savvy world not only more instantaneously, but via a wider array of methods.

But alas, this is also a double-edged sword. If the Branding initiative were to backfire, or go south, the drawback would be a *Brand Stigma* that the whole world can see. Once it is out there in cyberspace, such a 'dark flame' can almost never be dowsed in the 'highly flammable' forest of the binary dimension.

Having said that, Branding that is truly genuine, and comes from the heart with an intent to better serve the community and make the world a better place seldom becomes sour with time – in fact quite the opposite – it becomes even sweeter and more refined like fine wine.

"There are times we must look inside, and by so doing, something we never knew we had, something far greater, presents itself in a way that impacts the very definition of life as we know it to be."

#### MUCH MORE THAN MEETS THE EYE

Someone very close to me once said that to be able to take care of one's parents is a blessing. That made me think and reflect on all the times I found it a struggle to perform my filial duties. I began to see how life would be for those who do not have parents to care for (or vice versa). This is a realization I sincerely hope many will come to have earlier in life...before it is too late. I personally know of many have been robbed of the opportunity of trying to repay their parents for bringing them up through the thick and thin of this adventure called life. Life is certain about one thing: It is uncertain.

I am beginning to see how certain responsibilities entrusted to us actually signify a deeper meaning in the vibrant fabric of life. I believe there is an underlying reason for everything. If we can choose to sidestep 'regular' Branding for a sublime cause, perhaps that is the sort of Branding our country is in dire need of! Branding of the selfless kind is able to reach places of the heart that regular Branding normally cannot. And if this genus of Branding can translate to the province of *Country Branding*, the optimistic effects would indeed be nothing short of fabulous!

"If we adopt a dog, we need to give it a quality life to the end of its life."

Branding is a practice that can have intangible qualities. Intangible does not mean that it is weaker; on the contrary – it is far, far stronger! What one cannot hold, take love for instance, has the power to change the world.

There are times in the territory of Branding when the personal Brand must take a backseat to create a more meaningful impact in the lives of others; be it human or other creatures. Perhaps this road less travelled is the *Country Branding* that this nation truly needs to leave a long-lasting effect in the annals of history.

It is high time for *Country Branding* that surpasses quantifiable limits. It is high time to Brand differently as a nation. It is high time to Brand vehemently for the whole world to see without appearing to Brand at all.

Just like how a life complete with material wealth, external goodness and milestones of achievements cannot be complete without special moments to reflect upon, chasing one's dreams in an unconventional manner can also become unforgettable *Country Branding* highlights.

Divergence in Country Branding includes stepping away from the limelight to further a good cause which requires some to die to self so that others – people, creatures and even nations – can live.

This is Branding that is destined outlive the short attention span of momentary limelight in a definitive way and transcend into abiding domains!



# **WELCOME TO THE NEW AGE VIETNAM**

BY **CHEW BEE PENG** 

Vietjet, Vietnam's low-cost carrier, launched its latest international route connecting Ho Chi Minh City (HCM) with Kuala Lumpur, in June. Advertisements announcing the launch of the new route and the brand were featured in the local newspapers. The eye-catching ads and promotional gimmick, featuring bikini-clad stewardess on some of its flights, caught my attention. What further caught my attention was its Founder and CEO, Nguyen Thi Phuong Thao, is the first billionaire female entrepreneur in Vietnam (more on her later).

Truth be told, my curiosity became stirred with the debut of *Vietjet*; and not having visited HCM City before, I went online to make a booking and check out what the carrier and HCM City have to offer. The return flight from KLIA to HCM City cost me RM380, which was surprisingly cheaper than what *AirAsia* and *MAS* had to offer. The next step was to look for a comfortable and affordable hotel. *Google* hotels in

HCM City and you are filled with numerous choices to select from – from budget hotels to local and international chains of hotels – the choice is yours. I selected the Sheraton Hotel as it was situated in District One of HCM City, the commercial and financial hub of the town. Room rates start from USD110 per night (or approx. RM440) and it was much cheaper than what we might pay for a night's stay at Mandarin Orchard Hotel in Singapore, which averages around SD300 (or approx. RM900).

Vietjet departs at noon from KLIA on a daily basis and arrives in HCM City at 2 p.m. local time, which gives you an extra half day to check out the city. (I was half expecting to see stewardesses in bikinis as I boarded the flight but instead, they were all in red Tees and Bermuda shorts, which is still a refreshing change from the conventional stewardess uniforms!)

Realistically, being a low-cost carrier, there is

nothing much to expect in terms of seat comfort and added frills. However, the overall service from ground handling at *KLIA* and *HCM* airport to onboard service was good and it was a pleasant experience all together.

Vietjet was set up in 2007 by Nguyen Thi Phuong Thao, but its maiden flight did not actually take off until 2011. It is the largest private-owned airline in Vietnam and flies to over 34 domestic destinations and 16 international routes. Over the past five years, the airline has carried over 10 million passengers and expects to up the number to 15 million in 2016. It has a market share of 40 per cent in the domestic market – surpassing even Vietnam Airlines as the largest domestic carrier in the country. Vietlet's revenue tripled to 10.9 trillion dong (\$488 million) last year while net income rose to almost 1 trillion dong.

Thao, who completed her tertiary education in Russia, is the only female airline owner in the world – an admirable feat for a lady. Like Richard Branson and Tony Fernandes who are renowned for their entrepreneurship, Thao's enterprising spirit started during her student days. To pay for her school fees, she would trade clothing, office equipment and consumer goods sourced from Hong Kong, Japan and South Korea and sell them in Russia. Soon after, she made her first million dollars, and with a good track record, she earned the trust of her suppliers. Coming back to Vietnam after her education, she went into real estate and made other investments.

Thao positions *Vietjet* as a new-age airline rather than a low-cost carrier and her *Vision* is to make Vietjet the 'Emirates of Asia'. She is inspired by *Emirate*'s success on how an airline from a small country can dominate the world and give major airlines a run for their money. *Vietjet* is planning for its IPO and this will provide the brand with better financial strength to penetrate the international market.

Clearly, her 'bikini-clad stewardesses gimmick' has help to promote the brand worldwide. In a country which is still very conservative and holds strongly to traditional values, Thao is open to new ideas and innovations which can give *Vietjet* the lead in the competitive aviation industry.

From a global perspective, *Vietjet*'s success and rapid growth correlates with Vietnam's booming economy. Vietnam recorded a 6.7 GDP growth last year – one of the fastest growing economies in the world. *Foreign Direct Investments (FDI)* into the country reached almost USD3 billion as of end July this year and is expected to rise by year end.

According to the Foreign Investment Agency under the Ministry of Planning and Investment, Vietnam is the largest investor in the country – with over 107 projects valued at USD488.4 million (or 32.3 per cent of the total FDI). South Korea is second (with a total investment of USD231 million), followed by Japan, Taiwan and China.

With a population of over 90 million people, consumer spending is forecasted to grow even further over the next five years by more than 50 per cent to USD185 billion. Global brands are attracted to the bright prospects that Vietnam offers and a walk down the busy streets of District One of HCM City will reveal the presence of luxury brands such as *Chanel, Salvatore Ferragamo, Burberry* and others. The *Vincom Center* is the largest mall in HCM City and leading retailers such as *Takashimaya* and *Parkson* are popular with the local crowd.

While exports constitute a major source of revenue for the country, other sectors such as tourism, hospitality



and retail are becoming important contributors to the economy. Tourism is booming as Vietnam is a popular tourist destination. North Vietnam is known for its beautiful scenery and tourists flock to Hanoi, Danang and Hai Long Bay to enjoy the tranquility of these places.

HCM City in the South is the financial and commercial hub of the country and has less tourist attractions than the North. It is still an interesting place to visit with the city retaining its French influence of colonial architecture, tree-lined boulevards and parks. The popular *Ben Thanh Night Market* has a wide range of merchandise to sell and I was surprised to see stalls selling the Baju Kurung and other Muslim apparels.

An hour's drive from HCM City are the *Cu Chi Tunnels* – a grim reminder of the Vietnam War which took place in the country during the 1960's. The tunnels form a network of connecting underground hideaways which were used by the Viet Congs – the local army which counterattacked the US army during the war. Over 200 km of tunnels were constructed during the war and the digging could only take place in the dark of the night, to avoid being detected by the US army.

The tunnels served as hiding grounds for the *Viet Congs* and was a leading factor in the cause of the US army's defeat as they could not identify where the source of attack was coming from; even though they were aware of their existence. The tunnels are a reflection of the resilience and patience of the Vietnamese in overcoming their enemies.

Since the war ended in 1975, a whole new generation of Vietnamese has been born and is now driving the country's growth and development. Leaders like Thao, imbued with the indomitable resilience of her forefathers, bring pride to Vietnam and give the country a new perspective in the eyes of the international community.

When asked by a journalist on what contributed to her success, Thao said:

"You have to take the lead and take calculated risks. As a businesswoman, I have a responsibility to contribute to the economy and to push for positive changes of the country and in the society, in light of the international integration that's happening."

(Referring to the establishment of the ASEAN Economic Community and the Trans-Pacific Partnership Agreement.)

Thao and Vietjet are definitely brands to watch out for!



# **BUILDING BLOCKS OF PEACE**

t's been less than a month since the image of Omran Dagneesh, who was sitting alone in an ambulance after he was pulled out from the rubble of his bombedout home in Aleppo, shook the entire world with the reality of the Syrian war. Also it has only been six months since the attack on Brussels airport which left thirtytwo civilians killed. So much violence was taking place everywhere that we are often told something to the effect that in truth there was nothing that we could do to stop it. It seems everywhere we turn we are subjected to terrorist attacks and peace is almost an impossible dream. And as we approach the 15th anniversary of the attack on September 11, 2001, a shared date for all to reflect on what is said to be the beginning of global terrorism, peace continues to be a wrestling issue for nations worldwide.

Every year the International Day of Peace is observed around the world on 21 September. This year's theme is "The Sustainable Development Goals: Building Blocks for Peace." The 17 Sustainable Development Goals were unanimously adopted by the 193 Member States of the United Nations at an historic summit of the world's leaders in New York in September 2015. Rallying against global terrorism is one of the main goals to promoting

For many years, it was assumed that the main causes of global terrorism were political marginalisation, economic disadvantage or religious indoctrination. This stems from the fact that that academics and researchers want to find some clarity in their discipline: orientalists want it to be about Islam, economists want terrorism to be about poverty, while political scientists want it to be about autocratic regimes.

Ultimately, since the terrorist attacks of September 11, 2001 in the United States, a number of explanations have been offered as causes of global terrorism. In OECD countries socio-economic factors such as youth unemployment, confidence in the press, faith in democracy, drug crime and attitudes towards immigration correlate significantly. Surprisingly, it is reported that Islamic fundamentalism was not the main cause of terrorism in the West over the last nine years. A number of research studies, therefore, point to the fact that the process of becoming involved with terrorism is very much a socially-centred phenomenon, which includes comradeship, a sense of belonging and rallying around a common cause.

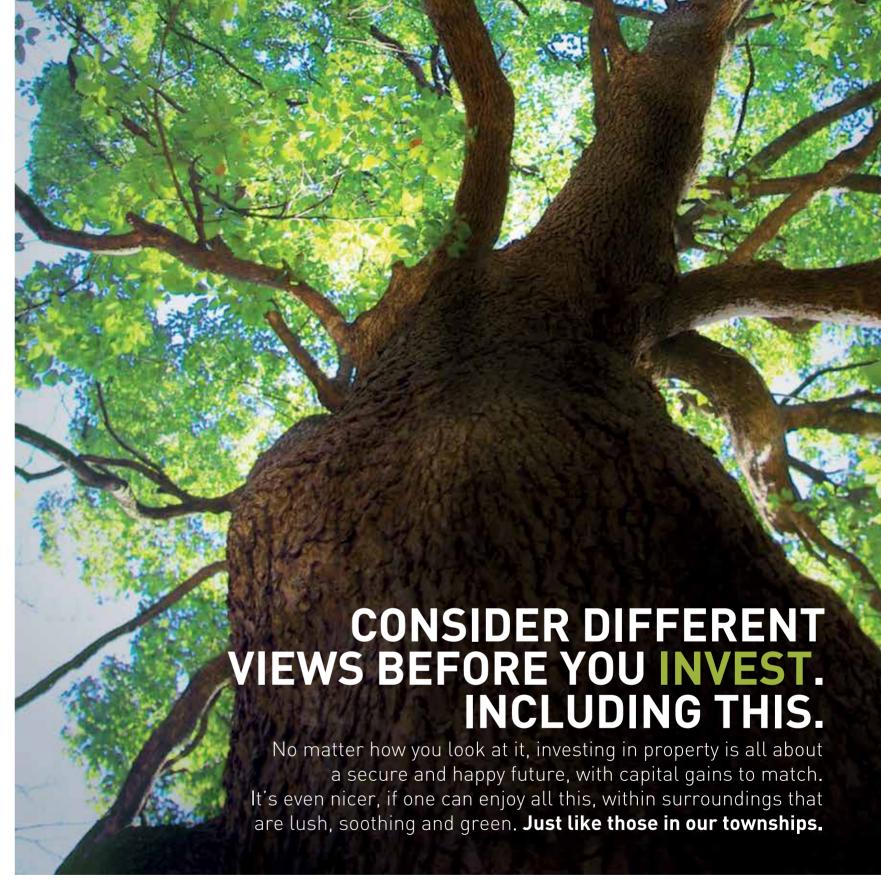
While terrorism is highly concentrated in a small number of countries, the number of countries which have had a terrorist attack is also increasing. Terrorism remains highly concentrated with most of the activity occurring in just five countries — Iraq, Nigeria, Afghanistan, Pakistan and Syria. The majority of deaths from terrorism do not occur in the West. Excluding September 11, only 0.5 per cent of all deaths have occurred in Western countries in the last 15 years.

Nevertheless, the urgency of tackling terrorism is almost a truism in itself. We have seen countries stepping up efforts to develop alternative justice mechanisms

that will satisfy the expectations of the communities and meet international standards for accountability and justice. Peacebuilding efforts and discussions by both international stakeholders and local actors are actively geared towards attaining peace, meaningful development and a deliverable democratic governance. Interestingly, corporations' war against terrorism is also

It is hard to believe that behind office desks, professionals are now deeply involved in security measures to protect their organization, employees and customers against terrorist attacks. Twitter is reported to have suspended 235,000 accounts for promoting terrorism in the last six months this year. While the company didn't identify the terrorist groups or specific accounts, it's likely many are affiliated with ISIS, which has been particularly active on Twitter and other social networks to spread propaganda and attract new recruits. Facebook and YouTube have also reportedly taken steps in recent months to suspend accounts or block violent content shared by ISIS

As there is a major role that the business world can and should play to effectively deter terrorism globally, it is plausible to expect global brands to play an extra role in becoming part of the solution to attaining peace. As no complex global issues can be solved alone, it is important for each of us to recognise the crucial role we play as an individual, community and organisation in contributing to building blocks of peace.





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"SWAROVSKI IS **WELL-DESERVING OF** THE BRANDLAUREATE **EXCELLENCE AWARD.** FOR BRANDS WHICH ARE INDUSTRY LEADERS, **WHO HAVE DEMONSTRATED GOOD** AND STRONG BRANDING **PRACTICES IN BUILDING BRAND** SUSTAINABILITY."

# A DIAMOND FOR EVERYONE

SWAROVSKI'S 120-YEAR BRAND PROMISE

#### By **GERALD CHUAH**

SWAROVSKI crystals are naturally brilliant, fashionable pieces of impeccable Representing the company was Alexander Swarovski, an Executive Ambassador jewelry, designed to boost self-expression. Since 1895, founder Daniel and 5th generation family member of the Swarovski's family, Swarovski's mastery of crystal cutting has defined the company. His enduring passion for innovation and design has made it the world's premier jewelry and DrKKJohan said: "Over the years, Swarovski has proven itself with strong brand accessory brand.

Founded in 1895, Swarovski is a heritage and hallmark brand, headquartered in Wattens, Austria. Since then, the company has evolved to become a modern, "It also has a global reach and showcases its sparkling crystal products via contemporary, and creative brand producer of luxury cut lead glass.

Today, it designs, creates, and markets high-quality crystal collections such as jewelry, accessories, and decorative items including ornaments and figurines, "Indeed, Swarovski is well-deserving of The BrandLaureate Award, for brands which make for exceptional gifts.

Swarovski now grace the homes of many of its collectors; ranging from traditional crystal glasses and sculptures, to jewelry and accessories.

#### **Brand Excellence Award**

showcase recently, President of The BrandLaureate Dr KKJohan presented The BrandLaureate BestBrand Award - Hallmark & Heritage to the Swarovski company, at Le Meridien Kuala Lumpur on July 17, 2016.

leadership and performance, delivered on their brand promise, have endearing values, and good social and business conduct,

a network of its own boutiques and retail partners, as well as Swarovski's website and online shops.

which are industry leaders and have demonstrated good and strong branding practices in building brand sustainability," he added.

Alexander said he is happy and surprised to receive the award, which he dedicates to the Swarovski's family and their customers.

In conjunction with Swarovski's 40th Anniversary Crystal Creations Collections The Swarovski crystal was also featured in The BrandLaureate Awards (2012-2013) trophy which epitomizes the theme "Your Brand, A Timeless Classic." The 24K golden trophy features a statuette standing tall on a solid base, with its hands facing inwards, holding a diamond (Swarovski element) which represents a timeless appeal.



The continuous evolution of material and technique makes Swarovski the leader of crystal cut creations. From inspiration brief to collection launch, Swarovski's creative process is uniquely prolific. With a focus on trend curation, design and meaningful branding, every piece tells a story and embodies over 120 years of mastered craftsmanship.

In this exclusive interview, we speak to Alexander Swarovski, to learn more about the heritage brand, and how it has evolved over the years while retaining its Brand promise.

#### Q: Being part of the 5th generation Swarovski family, what do vou remember most about growing up in the family?

Well, as a matter of fact, I grew up next to the factory which was also my playground. That's why I have an affinity to the company and many of its employees, some who have already retired. In Swarovski, we care very much about our people, and we consider our employees as one big family, which is one of the success factors we really focus on.

### Q: Share with us your experience as a Swarovski brand

Swarovski has moved on to the fashion industry and is seen collaborating with major fashion brands, from timeless day wear; to bold, glamorous and fashionable jewelry, and evening

We launch a new collection on a quarterly basis, offering something new for every need and taste.

Swarovski has always been connected with Hollywood showbiz and glamour, and there is a special department that handles

As for me, I am delighted to meet our Swarovski Crystal Society (SCS) members, and offer my support more than 1300 partner stores worldwide.

### O: Explain the design and craftsmanship behind Swarovski

In the past, jewelries were hand cut and hand polished, but my great, great grandfather invented a machine with electric motor at age 29, which was able to cut 36 stones in perfection and grind them at one go, which revolutionised the whole industry.

Today, we innovate our products with sophisticated techniques, expertise, and production know how. The initial design and crafting of the product goes through a process of drawing, modelling and molding, to create the pre-shape, before grinding and polishing it to a masterpiece.

One of our innovations is Crystal Paradise, a form of coloured crystal, which took many years to perfect. Maybe, it's easy to produce a single piece, but to produce hundreds and thousands of pieces of the same coloured crystals, was a huge technical challenge. The bigger the piece, the more difficult to produce. For example, there is a giant pineapple sculpture which is clear with no bubbles inside, even if you look under a micromagnifying glass. That's why they are very expensive, and we maintain a high quality control to ensure that its 100 percent perfect when it reaches the market.

#### Q: Talk about your latest animal collection, Akili the Lion.

At Swarovski, we have we something unique for everyone with prices ranging from RM50 to RM50,000 -- the highest price are usually reserved for the limited edition masterpieces. One of our latest collection from the SCS Annual Edition 2016 is Lion Akili, the most technologically advanced Swarovski lion which has ever been created, with many details and features.

Inspired by African wildlife and nature, the lion is expertly crafted in light and dark brown crystal with an incredible 941 facets for maximum brilliance to create the shining mane. A symbol of strength, majesty and power, "Akili the Lion" is a tribute to family and love's unbreakable bond. The SCS collection 2016 also includes the mother lion and cub.

I've been asked a couple of times about sculpture. It started as the result of a survey where we asked our SCS members; what figurines would they like to have, and taking their opinion seriously, we came out with "Akili the Lion" which symbolises honor, respect and trust in taking care of the family.

#### Q: In 1891, Daniel Swarovski's vision was to create "a forward? diamond for everyone." Please share his grand vision.

It was the vision of my great, great grandfather who believed that everyone deserves to bring out the beauty in themselves. I think it was a correct and democratic idea, and a right mission at a right time.

Daniel invented an electric machine that cut more accurately than ever before, marking the beginning of a new era for crystal.

For example, every woman has the right to bring out the beauty in herself, but not everyone can afford a diamond ring or a brilliant Collier. At Swarovski, everybody can own philosophy. a piece of jewelry which has the same characteristics as a diamond -- in terms of sparkle, but much more affordable, therefore we have come out with a wide

range of products to cater to various market segments.

Furthermore, different cultures have different affinities when it comes to crystals. For example, Asians believe that crystals have the power to give luck and protection. Some people even put it in front of their houses to welcome prosperity and ward off bad spirits.

The thing in common is a crystal makes everybody happy. When they hold it in their hands, and see the sparkle from the sunlight, it usually puts a smile on their face. This is the beauty of crystals which represents something positive. I always say that crystal is a product, and we are the living -- selling a good feeling and emotions.

### Q: What's the next step to bring Swarovski's brand

For 2016 and beyond, we have plans to revamp our SCS programme with fresh new ideas, and come out with a new range of products to cater to everyone's needs.

For me, branding is more than just a nice face on a glossy magazine, it is about establishing trust and delivering a brand promise.

Swarovski is a family owned business for 120 years. We have put in a lot of effort and consistency to build the brand name to where it is today, and it is very important to maintain our brand positioning, brand image and

To me, the store is where the brand promise comes alive. Our retail operators and partners are the best vehicles to define the company's image. They have helped shaped our brand by putting us into transaction on a daily basis, with more and more stores opening in the right locations.

Another key aspect is giving back to the society as part of our CSR programme -- to look after the community and the environment, by building houses and bridges, which is part of the Swarovski's legacy.

Last but not least, is our philosophy of "Never Standing Still and Always Improving the Good," that's why we keep innovating our products to create a healthy demand in

These core values and principles are strongly rooted in the Swarovski family, and the entire organization has evolved and developed from it. Although everybody has individual tastes it's nice, when you create something people like, and in turn help them to create beautiful and positive memories. In the end, it's the memories that count, because you cannot bring anything with you.

For more information visit www.swarovskigroup.com.









chowtaifook\_hk





# PHILIPS LIGHTING

home and work can make a crucial difference in protecting your precious Malaysia. "Beyond the purpose of illumination, we are focused on eyesight.

It's no secret that people are spending more time staring at screens today. It's not surprising either that people, especially the young, are suffering

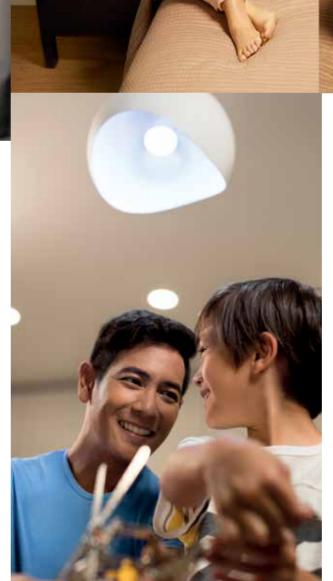
What may surprise, however, are the actual number of hours that our eyes of usage each day.

"Philips Lighting continually strives to be at the forefront of the industry, amounts of stress we place on our eyes today. developing meaningful innovations because we understand how lighting

Standfirst: With our eyes under more stress than before, the lighting at affects people" said Alok Ghose, Managing Director for Lighting, Philips developing products and systems that provide end users and consumers new lighting experiences and dynamic ambience" he explained.

Cutting down on mobile usage is one sure way of reducing the stress from poor eyesight after stressing their eyes all day on a PC, tablet or you place on your eyes each day. At the same time, having enough light and the right kind of light around you goes a long way to relieving the

have to focus on a screen. A few seconds looking through a Facebook feed This is important not just for times when you are focusing on a small and 10 minutes digesting the morning's news on a phone add up to hours screen, but for other tasks as well. Whether relaxing with a book in bed or simply having supper at the dining table, the light that you choose at home is more important than before because of the unprecedented



"PHILIPS LIGHTING **CONTINUALLY STRIVES** TO BE AT THE FOREFRONT OF THE INDUSTRY, **DEVELOPING MEANINGFUL INNOVATIONS BECAUSE WE UNDERSTAND HOW LIGHTING AFFECTS PEOPLE"** 

How do you choose a light? The things that come guickly to mind are brightness and temperature. How illuminated should a place be and whether to go for white or yellow light are questions you should consider carefully.

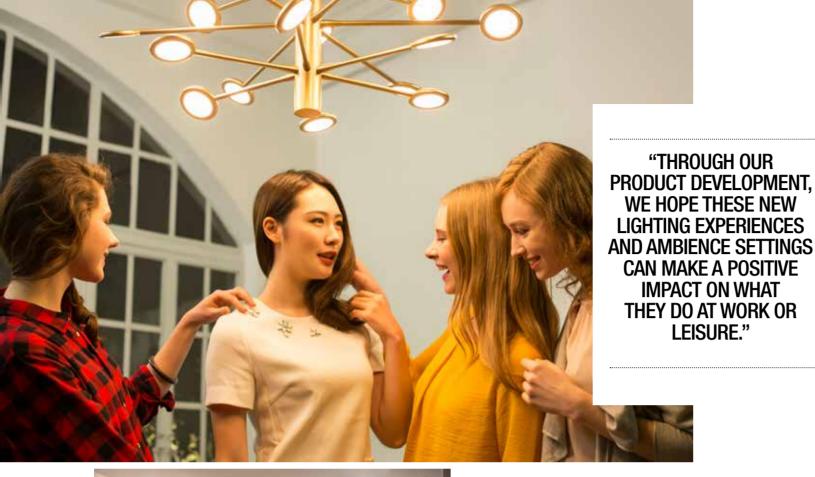
Ghose explained that our lighting choices should be determined by the task we are likely to carry out at a particular part of the home. In the living room, we could be reading, watching TV or simply relaxing with a glass of wine after work.

In a study room, chances are you would be concentrating on a spreadsheet or report, or even playing an online game or chatting with friends over a live video-conference. However, in the kitchen, there usually are two specific tasks involved cooking and washing.

While it holds true that you should generally choose brighter light for tasks that involve the eyes more, do consider the different things you might be doing in each room.

In the kitchen, relatively bright lighting may be useful for detailed and precise work, such as checking on your stew or pan-frying a steak. However, you may only need general lighting if you are simply washing up afterwards.

Can you have the best of both worlds? This is possible with dimmers or with different lights set up at various parts of the kitchen, for example.







The same principle applies for the living room, where you could have different lights for different uses.

For precise work, say, surfing on a tablet or working on a laptop, you would need brighter lights and general lighting is fine when you are just having a break for your eyes.

In a study room, different lights each play important roles. At the desk, a lamp that not only provides the right illumination but with features such as easy pivoting for directing the light source is key to relieving eye strain during hours of use. For reading and studying, a desk lamp can provide a concentrated illumination that reduces eyestrain from glare and shadow. You will, of course, still need general lighting at the

When using a computer, shine the light only on the keyboard and not the monitor. This helps cut out the glare that could fatigue your eyes after a while. If your desk lamp has a dimmer, it's all the better so you can adjust the brightness to a comfortable level.

Ultimately, there's no substitute for taking a break during long stretches of work or play. Be this an online game or a school report, the hours spent staring at a screen will make your eyes more tired. Over time, this affects your eyesight as well.

"We want to give consumers more insights into the benefits of light beyond illumination. We want them to look beyond aesthetics, and in many situations, understand its influence on our wellbeing, like protecting our eyes and reducing stress. Through our product development, we hope these new lighting experiences and ambience settings can make a positive impact on what they do at work or leisure," highlighted Ghose.



Philips Lighting Commercial Malaysia Sdn Bhd (1150786-W)

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"WE HAVE STRONG
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MOST OF OUR DIVISIONS"

Malaysia is a key research and development location for the Bosch Group. Due to the high skilled and educated workforce in Malaysia, Bosch plans to increase investment into its R&D. In 2015 alone, Bosch had invested over RM 138 million into the country and a majority was spent on research and development efforts. The expansion of Bosch's car multimedia plant in Penang in April 2016 is a testament of this. Besides increasing production capacity, the plant expansion will enable Bosch in Malaysia to take on more projects in developing future connectivity solutions for Bosch worldwide, and integrating them into today's cars.

#### Advancing Tomorrow's Mobility

With the full acquisition of Robert Bosch Automotive Steering GmbH in 2015, Bosch expanded its mobility solutions portfolio in Malaysia with an increased product range and offerings, making cars even more comfortable, economical, and safer. Since last year, the Automotive Steering plant in Penang began supplying electric power steering systems to local automotive manufacturers.

Bosch also acquired projects for Connectivity Control Units (CCU), and Malaysia is the company's designated global R&D facility for further development of the CCU for markets worldwide such as China and Europe. The CCU is an integral part of the eCall system – an innovative emergency system that transmits data such as location and time to centralized monitoring centres when an accident occurs. These centres then relay critical information that are triggered by sensors within the vehicle to emergency rescue services, thus reducing response times to the accident scene, especially in rural areas. This paves the way to enable information exchange between vehicles, as well as between vehicles and traffic infrastructure.

To foster greater awareness on safe driving, Bosch became a partner of the Malaysian 'Safe Steps' programme. The programme, initiated by the Prudence Foundation, is a first-of-its-kind pan-Asian public service campaign to raise awareness on road safety. Bosch is also collaborating with international institutions such as NCAP, ASEAN NCAP and other partners to launch the 'Stop the Crash' campaign to promote awareness of active safety technologies in Malaysia. The campaign aims to educate the public on the importance of having safe and reliable automotive technologies in their vehicles.

#### **Developments of Bosch's Business Sectors**

In 2015, Bosch's Mobility Solutions business sector has been achieving a well-rounded growth in Malaysia. The Automotive Aftermarket increased sales growth, largely attributed to new product segments such as car lubricants and more fast-moving items that fit over 90 per cent of cars for the Asian market. The Car Multimedia division likewise saw an increase in sales and forecasts a strong outlook in 2016 based on higher customer demands for its products. The Automotive Steering division achieved record sales with a double-digit growth, driven by the strong demand for mechanical steering gears, particularly for Japanese vehicles worldwide. The Original Equipment business posted healthy sales growth in contrast to the previous year.

Meanwhile, the Industrial Technology business sector's development reflected the difficult situation in the mechanical engineering market, as well as slowdown of the oil and gas industry. Overall, sales in this business sector maintained its performance, slightly on par with 2014 and is hoped to increase in 2016.

In the meantime, the Consumer Goods business sector,

# **BOSCH**INVENTED FOR LIFE

RV NURILYA ANIS RAHIM

The leading multinational engineering and electronics company, Robert Bosch GmbH or better known as Bosch first set its footprint in Malaysia in 1923 as Robert Bosch Sdn Bhd, with offices located in Selangor, Penang and Johor. The Bosch Group's operations are divided into four business sectors; Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. While focusing on innovative strength, Bosch Group's strategic objective is to deliver innovations for a connected life and improve the quality of life worldwide with its innovative products and services.

In Malaysia, Bosch focuses on the areas of Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. The German company now has three manufacturing arms in Penang that provides car multimedia systems, power tools and automotive steering. Today, Malaysia has become a growth mart for the company. In 2015, the country has contributed a staggering RM664 Million in sales, making Malaysia a viable investment destination for the Bosch Group.

#### A Stronger Growth in Malaysia

In 2015, Malaysia became the second largest revenue contributor to Bosch Southeast Asia with a 10 per cent increase from the previous year. The workforce in Malaysia rose to over 2600 associates, which is Bosch's largest workforce in Southeast Asia at 38 per cent. Simon Song, Managing Director of Bosch in Malaysia is optimistic about continuing the business success in the coming year,

"We have strong confidence in the Malaysian market and we see positive development and continued growth this year. We surpassed our own business expectation in the past year with growth above market average for most of our divisions. The Malaysian market and industry are dynamic and changing rapidly. Increased agility and new ways of seizing opportunities are essential. This includes strengthening our collaboration with partners, widening online portfolios for consumer-centric products, and increasing our mid-price point product range that is sophisticated, yet affordable."



"BOSCH GROUP **WILL CONTINUE ITS GROWTH TREND FOR** THE UPCOMING YEARS THE LEADING GLOBAL SUPPLIER OF TECHNOLOGY AND SERVICES EXPECTS **WORLDWIDE SALES** TO GROW WITHIN AN **EXCHANGE RATE, AN ADJUSTED RANGE OF 3 TO** 5 PER CENT IN 2016".

comprising power tools and home appliances, recorded strong growth. Sales through online platform, the launch of a new "Contractor's Choice" affordable range of power tools, as well as a nationwide campaign that reached approximately one million users, contributed to the success of the business sector. The power tools plant in Penang performed well in 2015, with the development and manufacturing of 15 new products. The power tools research and engineering team in Penang are now focusing efforts in developing internet-enabled products. The GLM 100 C laser range finder is an example of these efforts, whereby the tool can be connected to smartphones for information visualisation via a proprietary app.

The company's Energy and Building Technology business sector supported the Malaysian manufacturing and real estate industries with innovative solutions. The Thermotechnology division reported growth on the back of projects especially in the rubber industries. The Security

Systems division turned in a robust sales performance last year from commercial and government projects. particularly in mixed development, healthcare, industrial and manufacturing.

#### As Song explained,

"Bosch is an exceptionally diversified company, and this diversification is our strategic advantage in an age of connectivity. We therefore see considerable business opportunities in the areas of ecommerce, connectivity, and geographical outreach within Malaysia".

#### Bosch's Worldwide Business Outlook

Following a record year in 2015. Bosch Group will continue its growth trend for the upcoming years. The leading global supplier of technology and services expects worldwide sales to grow within an exchange rate, an adjusted range of 3 to 5 per cent in 2016. The company plans to grow not only with innovative products, but also with innovative services.

In the connectivity business, Bosch focuses on the 3S: sensors, software, and services. The company is increasingly using connected services to build on its broad basis in the hardware business. As it does so, Bosch benefits not just from its technological diversification, but also from its wide-ranging industry and domain expertise. The newly created Bosch Global Service Solutions division, the recently established Bosch IoT Cloud, as well as the Bosch Smart Home System launched at the start of 2016, contribute to this strategy.

In Asia Pacific, the Bosch Group boosted its sales in 2015 to a total of RM 83.3 billion, thus registering a nominal growth of 17 per cent on a comparable basis. 2.8 per cent after adjusting for exchange rate effects. At 27 per cent of total Bosch sales revenue, the region's share of sales remained at the high level of the previous year.







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#### THE BRANDLAUREATE • BUSINESS WORLD REVIEW



"HIS FIRST JOB AFTER GRADUATING WAS WORKING FOR A COMPANY THAT SPECIALIZED IN MAKING DRESSES OUT OF A FABRIC CALLED "WHIPPED CREAM""

# CALVIN KLEIN

RV IASON DIKE

Calvin Klein is still an enigma. Yes, we're aware of his underwear and his fragrance, but how he got to that point is still something of a mystery. Klein has re-entered the public sphere lately, giving a series of interviews about the brand he sold to Phillips-Van Heusen Corp in December 2002.

Klein graduated from the High School of Industrial Arts and in the fall of 1960, started at the Fashion Institute of Technology (FIT). His first full job in fashion was in 1961, when he took on a copyboy role in the art department at WWD. In January 1963, he graduated from FIT with a Fine Arts degree. His first job after graduating was working for a company that specialized in making dresses out of a fabric called "whipped cream." Dissatisfied, after three months Klein asked for a hundred-dollar raise and when his boss declined, he quit.

He soon took on a role at coat manufacturer Dan Millstein, working as a sketcher. Of the role, Klein said "I learned a lot, because he threw me into the snake pit." Millstein took Klein to the Paris haute couture shows, using Klein to copy the clothes they saw at the shows.

Despite the perks of attending Paris Fashion Week, Millstein was known as a volatile and difficult boss and Klein soon made plans to leave. He was soon recommended for a role at Halldon Ltd, a manufacturer which specialized in fake-fur outerwear. It was this work that got him his first mention in the press, being included in Tobe Report in April 1967.

However, he soon tired of this role as well. He got in contact with an old friend from Dan Millstein, Abe Morenstein, who also wanted to start his own business. Morenstein worked out that they needed \$25,000 to set up the business properly. The two tried and failed to raise capital on Seventh Avenue but, when Klein was considering giving up, his childhood friend Barry Schwartz gave them \$2,000, enough to get samples made. Klein gradually began using Schwartz's finances regularly, although Morenstein claimed that Klein never said where he got the money from.

After creating a collection with Klein, Morenstein wanted to incorporate a company with Klein and become official partners. But Klein, then 25, had already incorporated a company, Calvin Klein Ltd, using Barry Schwartz as a partner and leaving Morenstein out. This was officially set up on December 28, 1967, although, according to Morenstein, Klein didn't tell him this until early 1968. Morenstein and Klein didn't speak again for 24 years.

#### Calvin Klein the Brand

Klein's first stockist was by luck. Donald O'Brien, then vice-president of Bonwit Teller who was on his way to an appointment when he happened to see one of Klein's coats hanging on his studio door and made an impromptu visit. O'Brien then invited Mildred Custin, who Klein called "the grand dame of the retail world"

Custin made a sizable order and doors continued to open after this, especially after Bonwit Teller took out full page advertisements showing off Klein's wares in The New York Times. Soon, Bergdorf Goodman and Saks would place orders, leaving Calvin Klein Ltd to gross a million dollars in its first year of business. As the company grew, Klein decided to move his offices into the building where his former employer Dan Millstein was based in an attempt to rub his old boss's face in his newfound success.

This success led Klein to hold his first fashion show in April 1970. The show was modest, costing around \$10,000 dollars to produce. The show was deemed a huge success, with WWD saying in their report that "In just 50"



pieces, Calvin Klein joins SA's [Seventh Avenue's] Big Names as a designer to watch." Klein was also seen as, in WWD's words, "the fashion answer to this season's rising prices."

By 1971, Klein was a success story, with volume at \$5 million. Later on, needing to expand even further, Klein took over his old boss's Dan Millstein's space as that company suffered. Millstein had intentionally quoted an overpriced figure to put off Klein, but Klein paid the amount and bought several objects in the office that were there back when Klein was an employee. He also took over Millstein's actual office space.

In 1973, he won his first Coty American Fashion Critics award. Next year, he won the award for the second time in a row. By 1975, revenues were at \$17 million and Klein had been voted into the Coty Hall of Fame. At 33, he was the youngest designer to achieve this. By 1976, Klein's licensing deals alone made the company \$6 million richer. The company hired Hermine Mariaux, a former director of Valentino in America, to oversee the roster of licensees.

In contrast to Pierre Cardin, Klein cultivated his roster of licensees very carefully. Alixandre Furs, the famous fur company, was Klein's first licensee. At that time the only other licensees were Hubert de Givenchy and Viola Sylbert. Another of his first deals was with Japanese department store Isetan, who reproduced every Klein item and recut it to fit a smaller customer. In 1977, Klein also embarked on launching menswear. The menswear was backed by Maurice Bidermann, who signed a five-year licensing deal to launch Calvin Klein Menswear Inc.

The next step for Klein was to launch his own fragrance. While many licensing companies had asked Klein, none wanted to cede to Klein's demands for total



control over the product. The only company that came close to securing a deal was Revlon. Klein and Stanley Kohlenberg, then domestic president of Revlon's Group III, had several meetings about a possible fragrance but nothing came to fruition.

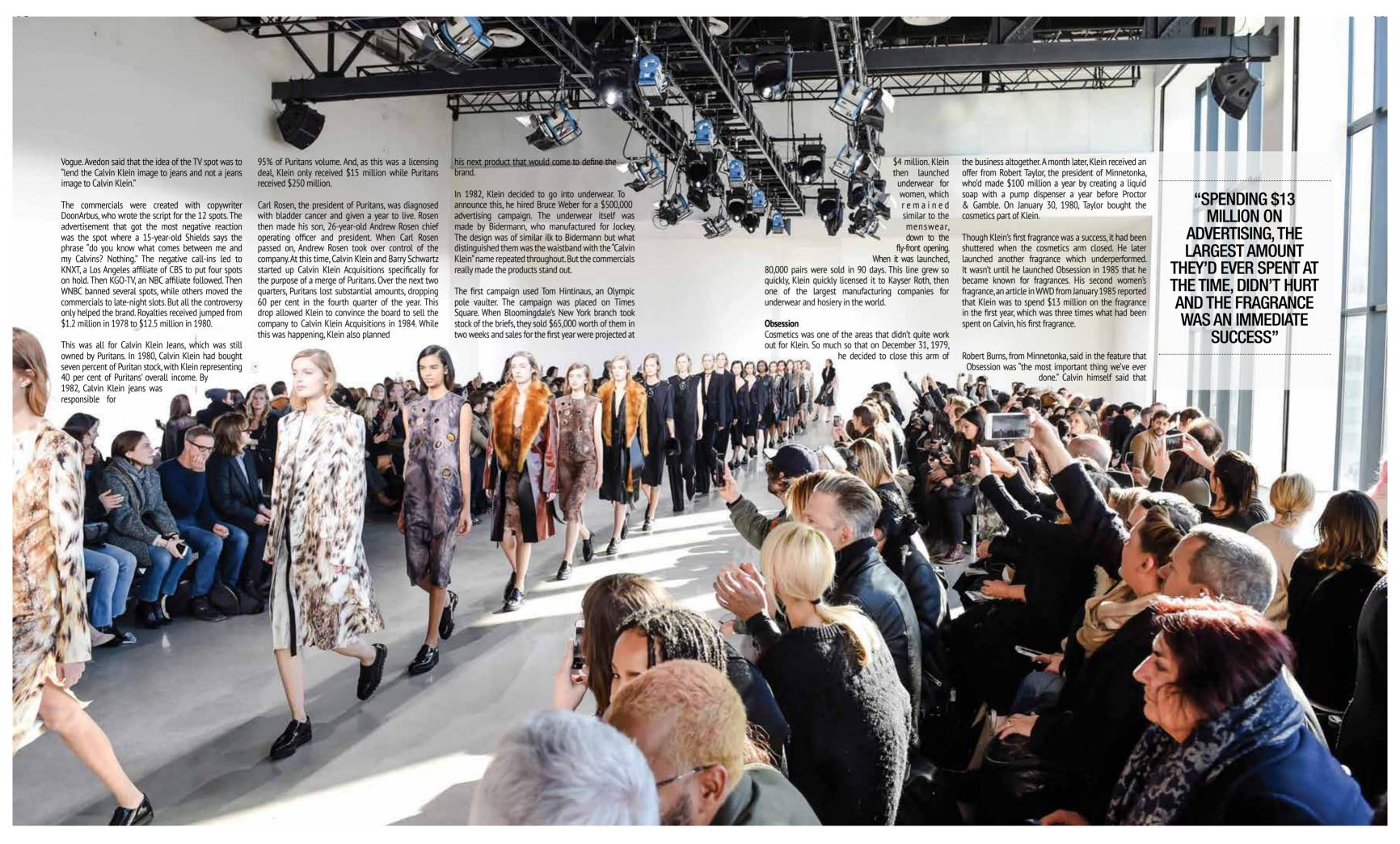
Klein decided to do something unheard of at the time, and put up his own money to fund his fragrance. He then hired Stanley Kohlenberg, announcing the hire in January 28, 1977's edition of WWD. Kohlenberg, who hadn't yet told his boss, was escorted out of the Revlon premises and started working for Klein on February 1.

#### Calvin Klein in the '80s

Klein was a famous designer in the '70s. But it wasn't until the '80s that the Calvin Klein we know of today

emerged. Unlike most designers, Klein's most famous acts were usually his advertisements instead of any one piece of clothing. In early 1978, Calvin worked with Charles Tracy, then most known as the house photographer for Saks Fifth Avenue, and assigned him a test shoot with Patti Hansen. Klein apparently hadn't expected to hire Tracy for the shoot, neglecting to send an art director but the results that came back surprised Klein so much he ended up using a shot for the billboard after all. The advertisement was so popular that it remained in the same spot for two years.

Klein had initially been against advertisements on TV, but changed his mind in 1980. He chose Richard Avedon to direct the spots, and Avedon brought on 15-year-old Brooke Shields, who he'd just shot for





# "BY THE END OF THE 1990S, KLEIN WAS IN CONTROL OF HIS VAST EMPIRE, WITH RETAIL PRESENCE IN THE UNITED STATES, EUROPE, THE MIDDLE EAST AND ASIA"

"The name Obsession is big, like a movie poster for this era, I think of everything I've ever done, how obsessed I was. Everyone is obsessed in the '80s. And, of course, the name suggests an obsession with someone. A man obsessed by a woman." When asked about the fragrance itself, Klein said, "I wanted something direct, sensuous and provocative, which represents the way I feel about women."

Spending \$13 million on advertising, the largest amount they'd ever spent at the time, didn't hurt and the fragrance was an immediate success. A WWD article from March 1985 noted that Bloomingdale's sold \$2,000 worth of the fragrance the week before it launched and sold \$7,000 worth of the fragrance on opening Saturday alone.

Reports soon came in that Obsession was selling in great amounts, aided by Klein doing what Lester Gribetz said he'd do, showing up at a number of stores and giving personal appearances. Obsession was once again pushed by a controversial and suggestive advertisement, shot again by Bruce Weber and this time showcasing several naked bodies intertwined in a hot tub.

The TV commercials, meanwhile, were again created by Richard Avedon and DoonArbus. There were four spots this time, all revolving about different people obsessing over model Josie Borain. The overall results from these advertisements were increase in sales. WWD reported in April 1985 that Minnetonka's net rose by 500 per cent, thanks to the Obsession launch.

The success of Obsession led them to create Eternity, which had an even larger launch budget at \$18 million. When Eternity launched in August 1988 it became Klein's most successful fragrance, grossing \$35 million by the end of its first year.

#### he Clothes

While Calvin Klein's menswear was successful, it wasn't necessarily seen as innovative. WWD called it, "Pure American Sportswear but done with style," and this label stuck to his collections. His strength was still his coats, the product he opened the company with. Despite this, his collections didn't draw much fanfare, with WWD saying in the same April 1985 article, that Klein was "going through an identity crisis."

At the same time, Puritans, which Klein had bought out with \$105 million in bank loans, immediately started losing money. In a May 1985 WWD article, they reported that "The company immediately ran into a slump in the jeans market and in 1984 lost \$7,146,000, which wiped out the company's net worth." Klein then reached a new bank agreement and Puritans turned profitable at the beginning of 1985, with a reported earning amount of \$3 million.

In 1990 the Puritans division (also named Calvin Klein Sport), lost \$14.2 million. But the company overall was doing well. By 1991, the company continued to do well in their underwear and fragrance divisions, but the company had mounting longstanding debts against it, which came from the days of the Puritans takeover.

In 1992, at the company's debt stood \$54.6 million, mostly in the form of junk bonds. David Geffen, a longtime friend of Klein, stepped in and bought up Klein's company debt, wiping the slate clean. At the time Geffen said that, "I'm not going to become a partner [in Calvin Klein]. It's a pure investment. I bought it because I think it's a very good investment."

It was this good fortune that allowed Klein to create his newest advertisements showcasing the underwear line. Starring Kate Moss and Mark Wahlberg (then known as Marky Mark), the images showcased Klein's now signature nose for envelope-pushing controversy.







The TV commercials were directed by Herb Ritts and featured Wahlberg starring in a script he wrote, alongside Kate Moss. Klein said that "We wrote scripts that I thought were great, but Marky said, "That's not the way I say it.' He went on to do his own thing, and it's all him."

Klein advertised for the first time on MTV, saying that he was, "aiming at a very young audience. It's really for kids." The choice of Wahlberg was influenced by David Geffen, who asked Klein about the idea while Klein was showing Geffen a cover of Mark Wahlberg wearing Klein underwear on the cover of Rolling Stone.

While Klein's collections always sold, he was also continuously accused of being a plagiarist, who watered down European styles for the U.S. market. In a 1993 Washington Post article, Cathy Horyn noted that a cashmere dress of Klein's "was a good deal more original than Klein's previous delvings into beige, which is Armani terra firma." Armani himself said that he first thought he had a window in Saks when he saw Klein's menswear suiting.

By 1996, accusations of Klein copying other designers were so strong that he faxed over his collection to press when the trends from Milan started emerging. Even then, Robin Givhan said in a Washington Post piece that "one can only wonder if such strenuous denials are the product of a guilty conscience." In a WWD article, the fashion director of Saks Fifth Avenue said that Klein had taken liberal inspiration from Helmut Lang and Ann Demeulemeester.

In 1995, there was one last advertisement-based controversy. This time a Klein campaign with young, street-cast models in suggestive poses drew ire from conservative groups. A 1995 article from The Columbian reported that Klein was investigated by the Justice Department and their Child Exploitation and Obscenity Section. C.J. Doyle of the Catholic League for Religious and Civil Rights called the images "cynical, exploitative and immoral."

The charges against Klein were for sexually exploiting children, of which he could've faced criminal prosecution. While he didn't have to face any charges in the end, Klein decided to withdraw the commercials. Buzzfeed covered the campaign in a 2013 article, entitled The 1995 Calvin Klein Ad Campaign That Was Just Too Creepy.

#### Klein sells his label

By the end of the 1990s, Klein was in control of his vast empire, with retail presence in the United States, Europe, the Middle East and Asia. In 1999 Klein announced that he and Schwartz were looking for a buyer for his company. At that time, Calvin Klein Inc made \$170 million in sales but pulled in \$5 billion in licensing agreements. Klein's desire to sell the company but still have complete control meant that the sale of the company took nearly three years, selling to Phillips-Van Heusen.

A New York Times article from 2002 reported on the sale, noting that Klein wouldn't have creative control anymore. Although Bruce Klatsky, then PVH chief executive, did say that "we'd be idiots not to respect his opinions and we'll absolutely pay attention to what he has to say." However Klatsky also noted that "In the end, Phillips-Van Heusen will own 100 percent of Calvin Klein Inc." Klein stayed on board, but without a title. Klein's recent comments about not approving of Kendall Jenner shows that his word is far from the final one nowadays and it remains to be seen what he'll think of Raf Simons' impending collection.

\*This article was originally published on www.highsnobiety.com





Charting Montblanc's journey from its early beginnings as a writing instrument pioneer to a diversified luxury Maison offering fine lifetime companions, Montblanc, the leader in men's luxury accessories, has inaugurated a new boutique concept spanning over 140 square meters in the heart of Kuala Lumpur at Suria KLCC Mall.

"2016 marks a special year as Montblanc celebrates its 110th year anniversary. Tonight, we create this platform to transcend you through a journey to discover the pioneering spirit that has guided the Maison since 1906," a key message highlighted by Mr. AnouarGuerraoui, Montblanc South East Asia Managing Director during his opening speech at the launch of the new boutique.

To illustrate Montblanc's pioneering spirit since 1906, guests were immersed in a 1906 setting with decoration and models dressed to the period. A surprise Charleston dance was choreographed to lead Mr. Anouar to unveil the first new boutique concept that represented the modern interpretation of the Maison's relevance guided by the pioneering spirit.

#### The Histor

However, the pioneering spirit truly started in 1906 with the vision to create a tool that would revolutionize the art of handwriting. Inspired by the latest mechanical innovations they witnessed during their stay in America, Alfred

Nehemias, a Hamburg merchant, and August Eberstein, an engineer teamed up with Claus Voss to bring their idea to life. While Eberstein was the engineering mastermind, lending his vision of performance, innovation and quality to the manufacturing of the new fountain pen, Voss was the entrepreneur with an eye for innovations with the unique potential. Together, they produced a writing instrument with non-leaking technology and a piston convertor that would change the course of writing history forever.

Originally trading as the "Simplo Filler Pen Co", the newly founded Maison created an early premium-quality writing instrument, a safety filler named "Rouge et Noir" in 1909 and shortly after, in 1910, the three founders adopted the name Montblanc for their growing company, inspired by the highest mountain in Europe that would come to symbolize their vision of excellence and their pursuit of ultimate performance and the finest craftsmanship. The six-point white star, representing the six snow-covered glaciers of the majestic mountain, would soon become the company's emblem, and has featured on every writing instrument manufactured by Montblanc since.

#### The Craftsmanship

The pioneering spirit that revolutionized the culture of writing has since been a driving force for Montblanc, leading to the creation of products that combine technical innovation, the utmost functionality and an expression of







# 2016 MARKS A SPECIAL YEAR AS MONTBLANC CELEBRATES ITS 110TH YEAR ANNIVERSARY. TONIGHT, WE CREATE THIS PLATFORM TO TRANSCEND YOU THROUGH A JOURNEY TO DISCOVER THE PIONEERING SPIRIT THAT HAS GUIDED THE MAISON SINCE 1906

style. The epitome of this balance of form and function was the introduction in 1924 of the Meisterstück, undoubtedly the most famous writing instrument ever produced with a name that proudly proclaims its stature as a masterpiece of precision craftsmanship. Hailed as an icon of style and design, the fountain pen's nib was engraved with the number "4810", another reference to the Mont Blanc and its height, reinforcing the Maison's drive to achieve new heights with every product.

Leather goods have played an important part in Montblanc's history since 1926 when the company started offering small leather pieces in saffiano leather. In 1935, the Maison opened its own leather workshop in in Offenbach, Germany to craft writing-related leather pieces from pen-holders to notebooks. Since 2006, the MontblancPelletteria in Florence has housed ancestral craftsmanship, state of the art technology and timeless design. The historic expertise Montblanc has achieved almost 90 years has been blended with the knowhow and traditions offered in Florence, where the skills and techniques of its artisans are continuously honed and relied upon to reimagine leather goods with innovations and designs that provide the greatest functionality for the modern traveller including the Sfumato Collection and the high performance Extreme leather, designed to withstand the demands of the urban explorer's daily adventures.

#### The Movement & Innovation

The enduring passion for craftsmanship that was born in Hamburg 110 years ago, was extended to watchmaking with the opening of a manufacture in Le Locle in the Swiss Jura in 1997 where Montblanc applied its founding principles to the production of finely crafted timepieces. Montblanc's watchmaking expertise was further enhanced by the establishment of the Montblanc Manufacture Villeret, perpetuating the rich traditions of Minerva, a small manufacture founded in 1858 famed for its exceptional handmade movements and in particular its chronographs.

Today, the Manufacture in Villeret, Montblanc's Movement & Innovation excellence centre with its 158 years of uninterrupted quest for watchmaking excellence, is dedicated to the development, prototyping and assembly of all in-house movements from innovative and groundbreaking high-complications to small highly functional complications. The Manufacture in Le Locle is







Montblanc's Watch & Quality excellence center where traditional watchmaking is paired with state-of-the art technology. Always pushing boundaries of technology and design, the Maison's long history is punctuated by milestone feats of technical virtuosity.

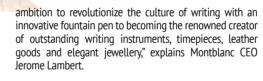
The traditions of goldsmithing and gem-setting are part of both the art of Montblanc writing instruments and watchmaking, with decorations enhancing the appearance of limited edition artisan writing instruments, as well as individual components of the movement and the external appearance of the watch. This passion for design and highly crafted pieces is applied to the creation of accessories, whether cufflinks or jewellery. Sophisticated and refined, each piece is thoughtfully designed before being brought to life by the hands of the most skilled artisans.

From a simple breakthrough in handwriting technology came a larger vision for a Maison that would be built on the traditions of the finest craftsmanship and be fuelled by the pioneering spirit. 110 years later, Montblanc continues to surprise with new innovative functionalities and iconic designs, inspiring the world with highly crafted pieces that have all the qualities of fine lifetime companions.

#### Montblanc Universe

Launched on April 5th 2016, Montblanc celebrates its 110 years with a digital campaign starring award-winning actor and global brand ambassador Hugh Jackman. "Pioneering since 1906. For the pioneer in you" articulates in print and digital the Maison's unwavering passion for innovation that has resulted in the creation of fine lifetime companions for the past 110 years, designed for those who strive to lead the way and shape their own path to achievement.

"This new campaign is an open invitation to discover the world of Montblanc in an unexpected way, and experience its trajectory from its founders' bold



A cinematic brand film directed by Directors Guild of America award winner Andreas Nilsson is the gateway to the online experience, the centrepiece of the campaign. Shot in Budapest and featuring over 70 actors and many different sets, the film charts Montblanc's trajectory over the last 110 years, as Hugh Jackman going back in time to revisit some of the Maison's milestone pioneering moments. As he walks through history, he encounters Montblanc founding fathers August Eberstein, Alfred Nehemias and Claus Voss establishing the company that would revolutionize the culture of writing, the arrival of the first Rouge & Noir safety fountain pen that inspired the Maison's latest collection of writing instruments, the technical innovations of the early 20th century and the great Atlantic crossings that had an indelible impact on Montblanc's founders now illustrated in the new 4810 Collection of fine timepieces. The most iconic of writing instruments, the MontblancMeisterstück makes an appearance in the hands of politicians, writers and even a fictional secret agent. The film closes with Hugh Jackman in 2016 sharing the ways in which the Maison's collections continue to be true to the pioneering spirit, crafted for people who are constantly inventing their very own idea of success.

"We have created an immersive experience online featuring Hugh Jackman, through which the Maison tells its story in an exciting yet personal way, inviting today's forward-thinking minds to unleash the pioneer inside themselves," Lambert adds.

Inside the "Montblanc Universe" digital hub, the very heart of the campaign, visitors can interact more intimately with brand and product content to fully experience the world of the Maison in an engaging, entertaining and informative way. The digital campaign is complemented by two print and out-of-home ads shot by NikoSchmid-Burgk that also bring to life the Maison's pioneering spirit with Hugh Jackman captured in two different settings wearing pieces from the new Montblanc Heritage Rouge & Noir writing instruments and 4810 watch Collections.

The Maison's long-standing ambition to push boundaries and meet the expectations of forward-thinking individuals is boldly reflected in the campaign motto of "Pioneering since 1906. For the pioneer in you." Dedicated to absolute precision, sophisticated design and finest craftsmanship, Montblanc strives to carefully balance tradition and innovation, uniting centuries-old techniques with state-of-the-art technologies as well as classically timeless designs and contemporary aesthetics. While highlighting the breakthrough moments of its rich history, the campaign is firmly anchored in the present, with a pioneer's eye on the future and the many innovations it holds.

"DEDICATED TO ABSOLUTE
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UNITING CENTURIES-OLD
TECHNIQUES WITH STATEOF-THE-ART TECHNOLOGIES
AS WELL AS CLASSICALLY
TIMELESS DESIGNS

AND CONTEMPORARY

**AESTHETICS.** 

67





# **CLAUDE BERNARD**

ARTISAN "WATCH-MAKING" WORKSHOP

By **GERALD CHUAH** 

DO you know that watchmaker's tools are characterized by extremely precise, sharp ends. The parts and the steps to dis-assemble and assemble a Claude Bernard watch are so delicate, that one wrong step may damage the watch.

About 25 members of the media, including journalists and bloggers were given a hands-on experience on the art of watch-making at Claude Bernard's Artisan Programme, held at Isetan Shopping Centre, Suria KLCC on July 21, 2016.

During the workshop, participants were tasked with hand-assembling the minute parts of a Swiss watch using tools of the watch trade, including – a magnifier loupes, minute pliers, a set of small screwdrivers, caseback wrenchers, and sharp tweezers.

Singaporean Swiss-trained watch-maker John Lim, guided participants step-by-step on how to put together the dial, hands, and inner mechanisms of a classic Claude Bernard watch.

The experience gave participants a rare insight into the

fine art of Swiss watch-making that Claude Bernard is famous for.

During her speech, senior brand manager Pamela Tan said a Claude Bernard watch is a high-quality, personalised hand-crafted product, made with exacting precision to last a lifetime.

"The experience of dis-assembling and re-assembling a Claude Bernard quartz watch gives participants a rare glimpse into the meticulous Swiss watch-making process at Claude Bernard's operations in Les Genevez, Switzerland," she said.

She added, "Claude Bernard watches prove that sophistication does not come with a hefty price tag – as its watches are accessible to every customer with an eye for refinement, who truly appreciates the quality, reliability, and undisputed elegance only hand-assembled Swiss-made timepieces can offer."

#### ABOUT CLAUDE BERNARD

Established in 1973, Claude Bernard is an innovative watch manufacturer based in the Jura Mountains of

Switzerland, with over 40 years of eminent watchmaking heritage, known for producing exquisite Swiss-Made classic timepieces.

Tan said, "With a rising trend towards bespoke fashion, discerning consumers are now looking closely on the quality of craftsmanship over Brand name – and Claude Bernard offers the exacting quality in its timepieces, each individually hand-assembled with genuine Swiss-Made precision movements by qualified watchmakers in its independent facility in Les Genevez, Switzerland".

Claude Bernard watches in Malaysia are sold at Parkson department stores at IOI City Mall, Putrajaya, and Pavilion KL; Isetan KLCC and 1 Utama, and other authorised watch retailers.

For more information, contact Crystal Time (M) Sdn. Bhd. at Tel:+03 2938 3938, or visit their **Website** at: www.crystaltime.com.my, **Facebook** at: www.fb.com/ ClaudeBernardMalaysiaBrunei and **Instagram** at: www.instagram.com/claudebernardmy.









AN ART OF EXACTING
PRECISION:
PARTICIPANTS
WERE TASKED WITH
HAND-ASSEMBLING
A CLAUDE BERNARD
SWISS-MADE WATCH
AT THE WORKSHOP.

images:

1) Claude Bernard Senior brand manager Pamela Tan (right), helping Carmen Leow and Sim Yong Chew with the delicate hand-assembly process.

2) John Lim, Singaporean Swiss-trained watch-maker, gave participants a rare glimpse into the meticulous processes of Claude Bernard's Swiss watch-making operations.

3) Tools of the watch trade - pliers, tweezers, magnifier loupe.

THE BRANDLAUREATE • BUSINESS WORLD REVIEW

SEPTEMBER - OCTOBER' 16 #ISSUE 36

# **BRANDS THAT MAKE** ETHICAL CASUAL SHOES & SNEAKERS

### THE PEOPLE'S MOVEMENT

The People's Movement describes itself as an 'eco-hip' shoe company that uses natural organic materials and upcycled plastic, reclaimed from Bali and California, to create its shoes. While all the shoes are casual, the one pictured above is specifically designed for running with the assistance of professional athlete Brendan Brazier. It is largely constructed out of waste material and is vegan.





El Naturalista uses high quality raw materials and meticulous craftsmanship to create excellent, comfortable shoes. Factories are located in Spain and Morocco, two places that are united by a common love of leather, the material most widely used in El Naturalista's shoes, although the company now has a vegan line as well. Another line (pictured above) is chromefree to prevent allergic reactions to chromium. This production process reduces emissions and consumption of energy, water, gas, and electricity.

Veja purchases its organic cotton from 320 farmers who live in the poverty-stricken northeast of Brazil. The cotton is certified fair-trade, which means the farmers are paid fairly for their product and receive a premium at the end of each year for community development purposes. The rubber is sustainably sourced from trees in the Amazon. Interestingly the company does zero advertising and creates no excess





### INDOSOLE

This company uses old tires and turns them into soles for new shoes. The tire is cut into the shape of a sole, while the upper is made from natural materials like organic canvas, banana leaves, and grass. The two are joined together, a comfy insole is added, and you've got a fabulous repurposed shoe! All materials are 100% vegan and handmade.

when they are included, most of the ethical brands featured make fancylooking sandals, wedges, heels, or dress shoes that are not suitable for by many of the initiatives shown by these companies and the high daily use.Rarely does everyday footwear -- functional shoes built for standards for ethical production that they uphold. Some focus on vegan comfort, not style, like running shoes -- get any attention. They should, and organic materials; for some, it's fair trade that matters most; for however, since a shoe is even longer-lasting and less biodegradable over others, it's all about repurposing and upcycling waste products. There's the long term than a single article of clothing; and many are made of something here for everyone. For me, I know that these discoveries will synthetic materials that are meant to be tough and long-lasting -- not permanently change the way I shop for all my shoes. exactly what one wants kicking around the planet for centuries.

Shoes are often forgotten in the discussion about ethical fashion. Even So I had to delve deeper than usual to find these companies and was

### **KEEP COMPANY**

These casual shoes are vegan and cruelty-free. All of Keep's footwear is made in factories audited by international, thirdparty non-profits who monitor ethical working conditions. A Keep representative is on the line of every production. The company strives to recreate and maintain old handicraft traditions from different cultures, such as Japanese indigo prints, perfect herringbones, hand-pieced quilt patchwork, Mayan textiles, and handwovenikat fabrics.



This Canadian company sells vegan shoes for both adults and kids that are made with a unique low-emissions manufacturing process and a low-waste foam injection molding process.

The shoes' soles are made of ethylene vinyl acetate (EVA) that is free from BPA, phthalates, and formaldehyde. The idea behind EVA is for it to be a cleaner, greener alternative to the polyvinyl chloride (PVC) that's so often used in soft plastics and is notorious for its off-gassing. EVA is made without chlorine, which reduces off-gassing significantly.



### NOAH

While most of Noah's vegan shoes are fairly fancy and formal, the company has a few casual styles, such as the sporty-chic loafer pictured above. Noah was founded in 2009 to produce handmade vegan footwear in Italy under fairtrade working conditions. "Our idea was to create exclusive Italian handcrafted footwear combining quality and style while respecting the environment, the animals and the human health."



### **BOURGEOIS BOHÈME**

In addition to its many dress shoes, this high-end brand sells some classic sneaker-style shoes for men. All shoes are made with Italian-sourced vegan leather and produced by fairly-paid artisans in Portugal. All Bourgeois Bohème shoes are Vegan Society trademarked and PETA approved.

THE BRANDLAUREATE • BUSINESS WORLD REVIEW SEPTEMBER - OCTOBER' 16 #ISSUE 36



### HRIBARCAIN

### The World's First **Magnetically Controlled Pencil**

Magno is a 2mm lead mechanical pencil unlike any other. It offers lead position accuracy far beyond other pencils due to the free-moving magnet concealed within its premium grade aluminium body. Every unique detail has been considered to ensure you receive a quality product with the highest level of functionality. Other pencils may last a few weeks... this one lasts a lifetime.

Reason to Buy: Don't need to worry to stock up on your writing utensils anymore!





https://hribarcain.com/







### **Reimagining Pet Care**

Petcube Bites creates a fun, rewarding experience for you and your pet. Tap your finger on the Petcube app to fling treats remotely. Train your pet with positive reinforcement, correct bad behaviors, play fetch with treats, and praise and reward your pet — all from your smartphone. Petcube Play promotes play and exercise using the built-in laser toy and advanced camera features. Play with you pet by dragging or tapping your finger on the Petcube app to move the laser dot. See, talk to and have fun with your pet anytime, anywhere.

**Reason to Buy:** For dog and cat lovers alike, this is the best device on the market for playing with and spending time with your pets.





https://petcube.com



The emergence of new brands happen almost on a daily basis that it gets impossible to catch up! But not all is given the limelight they truly deserve and why is that? What makes some brands stand out from the rest? It's the uniqueness that catches people's attention! In this new section, we feature some of the brands that we don't want you to miss.

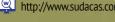
### Sudacas

### **Endless Expansion Possibilities**

Sticotti Bookshelf is handcrafted out of certified Petiribi woods that come from sustainably-managed forests of South America. The ancient, noble and sustainable wood is crafted using Sticotti shelving system, and it easily suits with the décor of the space. The bookshelf easily fits to any space whether it's your office, a narrow hallway, an open space, kitchen or any other room. It makes every space of your home functional and liveable. Its mountable brackets are crafted for simple assembling, so makes it an easy-to-install bookshelf. The most unique feature of the bookshelf is its modularity. It can be expanded as per your needs and the space available.

**Reason to Buy:** In an age of flimsy furniture and mass-production, we simply want long-lasting home items made from honest materials. This is definitely one of it.









### **PHILIPS**

### BlueTouch - Unique Pain Therapy

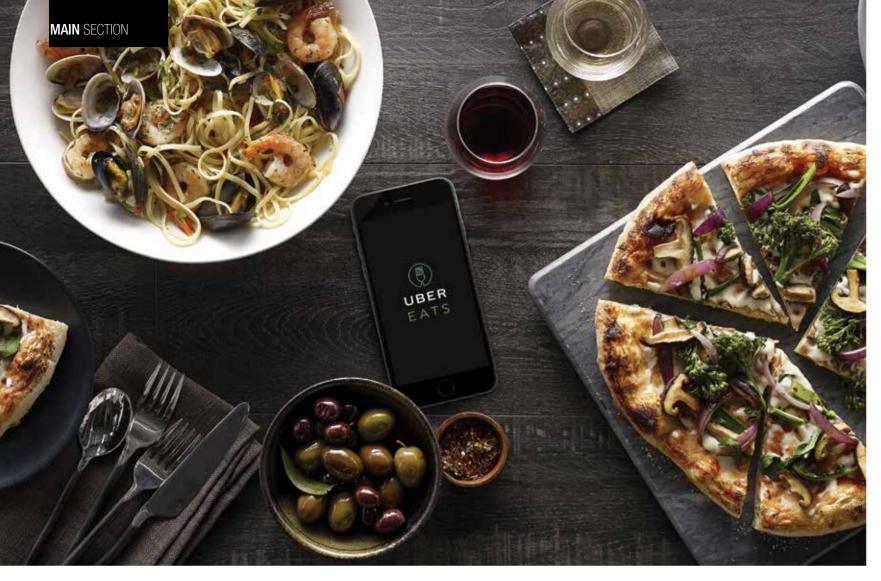
The use of blue LED light for treating back pain is a world-first in new approaches to therapy. Philips BlueTouch makes pain relief possible without the use of drugs: the blue LED light exclusively supports the body's own processes for helping with pain relief. BlueTouch has been specially developed for use on the upper and/or lower regions of the back. Thanks to its drug free mode of action, this application represents a substance-free alternative to medicinal products. Philips BlueTouch is available prescriptionfree in pharmacies.

Reason to Buy: No more depending on drugs to get rid of your





philipscare uk www.philips.co.uk



# **UBEREATS**

### FOOD DELIVERED TO YOUR DOORSTEP AT UBER SPEED

By **Nurilya anis rahim** 

We all know Uber. The San Francisco-based transportation network company that offers a flexible and affordable means to get people from one place to another, and it even provides a source of income for the drivers registered in the Uber network. Upon the success of Uber ride, the company rolled out its new food delivery platform, UberEATS. Retaining the namesake of its parent company gives UberEATS a considerable advantage when it comes to branding, especially since Uber has already built up a loyal customer base for itself.

UberEATS is an on-demand meal delivery service powered by the Uber app. It is one of the first expansion products by Uber Technologies Inc., the technology platform that connects drivers and riders, and utilizes its existing network to deliver meals in minutes. The online food ordering service partners with top local restaurants in each city and allows users to order directly from the same Uber app they use to get a ride.

Uber Technologies Inc had its first foray into food delivery in August 2014 with the launch of UberFRESH in Santa Monica. The tech company took its existing car service app and built in an on-demand food service. Launching with a curated menu of a few items per day, UberFRESH set out to compete in a competitive online food delivery landscape mainly on speed, promising a delivery time of 10 minutes or less.

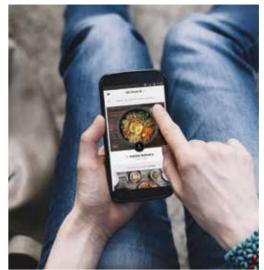
In April 2015, Uber renamed its UberFRESH program as UberEATS and expanded the service to include New York City, Atlanta, Austin, San Francisco, Toronto, Austin, Washington D.C, Chicago, Melbourne, Paris and Barcelona. Singapore was chosen as the first Asian market to get UberEATS for the same reason it was chosen as the first Asian market to get Uber back in February 2013 – because it is one of Asia's top tech hubs. UberEATS is predicted to reach Malaysian shore later this year with the company now opening job opportunities for Malaysians on its official website.

### How It Works

The idea behind this was simple which is to download the app, select your food choice from partner restaurants, and get it delivered to your doorstep in under 30 minutes. Just like when you're waiting for your Uber to arrive, you can track your food's progress on your smartphone as it travels to you and pay using your Uber account. The food delivery app utilises the same map-routing algorithms Uber uses to connect drivers and passengers as quickly as possible to avoid cancellations.

In each of its participating cities, Uber partners with a couple of restaurants to offer meals to its customers with a menu that is updated daily. With these additional perks comes a price – a flat rate is charged for each delivery,

"THE IDEA BEHIND THIS
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regardless of number of meals ordered. Meals are also not customisable as this is to allow for more efficient delivery of meals – something UberEATS prides themselves upon. Unlike other delivery services, pickup of the meals is also only done 'curb side', meaning that users need to go to the nearest roadside to pick up their food.

For UberEATS, they will be using a mix of current Uber drivers as well as its own fleet of motorcycle riders to send food to its customers. Registered Uber drivers can choose whether they want to be an UberEATS driver and they will receive a delivery fee from each UberEATS order they deliver.

### Standing out from the crowd

Earlier this year, Uber began to emphasize food delivery just as much as its regular ride-hailing services. In a new app update the company rolled out, users were shown

two options at the top that they could toggle back and forth between a car-hailing option, which includes UberT, UberX, UberBLACK, UberPool, UberRUSH, along with a food-delivery option, UberEATS. In its effort to expand, the next move for the company is to silo each service it creates in separate apps, but testing them first within Uber's main app to see how they perform.

Uber's emphasis on expanding its food delivery service marks it as Uber's second major category. Despite the competition from the food-delivery stalwart, GrubHub Seamless, the company which owns two of the most popular food-delivery apps, as well as FoodPanda and London-based startup Deliveroo and other smaller competitors in the food delivery space, Uber is confident that UberEATS will be able to retain and gain more users with its better and more unique offerings.

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# THE DEATH (AND TRIUMPH) OF DIGITAL BRANDING

BY **MATTEO MEI** 

In a world where customers seamlessly jump between the on and offline worlds, your digital brand needs to work harder than ever before. With self-driving cars, augmented-reality and natural user interfaces all part of today's tech, one of the main challenges global companies now face is how to position their brand successfully in the digital space.

Despite the digital evolution, companies still tend to think about their brand execution primarily in terms of billboards, newspapers, TV ads, and then, somewhere way down the line, digital. As a response to that, and borne out of frustration with guidelines that don't touch on how brand should be adapted for use on digital channels, digital agencies started to create a new service line: 'digital branding'.

Digital, whether we like it or not, is the main channel by which organisations reach mass audiences, and – as such—is a key part of every brand identity. As a result, the digital manifestation of a brand needs to be addressed first, either in parallel with (or even before) the offline application of the brand.

### Learn from the best

Brands such as AirBnB, Mondo and Spotify are considered digital disruptors in their industries. They are extremely successful and instantly recognisable. You can imagine the role that digital had in their brand definition and positioning. I doubt that their brand team (or agency) sat in a meeting talking about 'online' and 'offline' branding—they would just talk about the brand's definition.

Put it this way end users only care about understanding you as a brand. They don't want to spend time thinking about why the same company looks and feels different in print and on the app. That's because brand is one of the same thing. As such, we must think holistically and co-ordinate the overall experience.

### The cost of not thinking 'digital first'

At ORM we've worked on several digital projects for were focused solely on the offline application of the sales. brand. We are still able to supply digital guidelines, but this requires workshops and co-creation sessions

with an often frustrated client and the brand agency in order to break down the components and create the digital version of the brand. Without doubt though the whole process feels like a 'we got there in the end' approach—and not having this defined upfront was a blocker to project process, ultimately costing time and

### A new way of thinking about 'brand'

Which got me thinking: what if digital is part of the brand's definition, like Uber? Or if it becomes an essential part of a program of digital transformation activity, like National Geographic?

For companies that have been around for years, decades or even centuries it's difficult to shift the mindset towards digital (that easily). Yet it is possible. case in point is Burberry, which has managed to significantly evolve its digital to such an extent that well-known companies where the brand quidelines a large proportion of its profit is attributed to online



One shouldn't talk about 'digital branding' and 'brand' as two different entities, as it doesn't address the main problem of creating a cohesive brand experience that works across all channels. Some businesses are more prepared than others to think digitally, yet they will need the support when it comes to identifying rules for image styles, iconography, video and, let's not forgot, an accessible colour palette. At this juncture, it's best to engage with a digital firm and brand agency together during the brand definition phase. At ORM, this is the approach we take with our clients, and it is a much more efficient way of creating a successful brand experience for all parties.

### Are your brand guidelines fit for purpose?

Here are some questions that will test the digital readiness of your quidelines:

- Does your guidelines mention digital? If it's somewhere near the back of the document, alarm bells should ring.
- Is the tone of voice defined for the digital space? Do the quidelines have a section on writing for digital?
- Is the role of images, video and illustration for online use specified in your brand quidelines?
- Are the colours defined for digital and as HEX values?

Unless the answers are yes to the above questions, then it's likely that you'll soon need to adjust your brand for digital. This will inevitably cost money, so rather than hold up a project or cause costly re-working, get in touch with someone who has the relevant experience.

Matteo Mei is lead designer at ORM, a digital strategy agency based in London. Its clients include Aviva Investors. RBS. Great Western Railway, M&G and Artemis.

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# RE-KÅNKEN

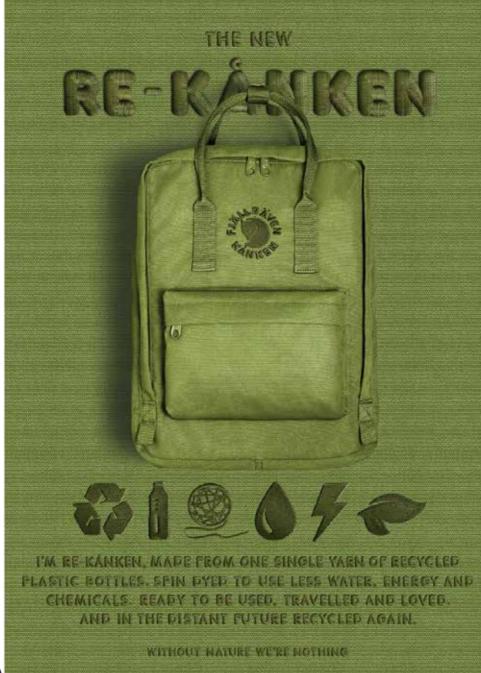
### A BACKPACK MADE FROM 11 RECYCLED PLASTIC BOTTLES

What are a few of the most Swedish things that you can think of? If you were to make a little list, I'm quessing it would mention maybe Swedish meatballs, and almost certainly Ikea? If you didn't include the Fjallraven Kanken, you're skipping right over the most iconic Swedish backpack of

Originally designed to improve back health and posture among Swedish schoolchildren, the Fjallraven Kanken has long been the most popular backpack in Sweden thanks to its unforgettable style and its long-lasting, quality construction. A favorite of both children and adults for nearly four decades, the Kanken has seen a huge surge in popularity throughout Europe and North America over the past few years – especially among style-conscious adults and trendy urban commuters. You would be hard-pressed to spend the day in a hip metro area like New York City or San Francisco and not spot someone wearing a Kanken at some point, whether in a restaurant, at the park, or on the subway car.

Now, Meet the Re-Kanken, a special edition of Kanken, made entirely from polyester recycled from eleven plastic bottles. Dved with SpinDve technology that radically reduces the amount of water, energy and chemicals used. An everyday companion with the same genius design as the original, but now reinvented from a recycling/recyclable perspective that saves natural resources. Ready to be carried, travelled with and loved - and in the far and distant future, recycled again. The main compartment has a large zippered opening that makes it easy to pack and unpack. It comes with a seat pad that is stored in the inside back packet where it stops the contents of the backpack pressing against















the back – and is always at hand when a pause is needed. There are also two flat side pockets and a zippered pocket on the front, perfect for small items you want to keep close at hand. The carrying system is simple but functional with handles at the top and flexible, adjustable shoulder straps. Embroidered logo. Address tag inside the main compartment.

While Victoria's Secret and Nike are reportedly ignoring commitments they took towards the environment, Swedish brand Fjällräven is showing the fashion industry just how sustainable a clothing retailer can be. Although a majority of the products on its website are already created using eco-friendly materials, each of Fjällräven's newly relaunched special edition Re-Kanken backpacks are made of recycled polyester sourced from 11 plastic water bottles.

Fashion often has a negative effect on the environment because, so often, products with "short life-cycles" are often not recyclable. (You know, those poorly-made tees you bought at Forever 21 and wore once before having to toss.) This is why organizations like Greenpeace have started campaigns to encourage brands to adopt practices that limit the amount of hazardous materials put into waterways and promote the use of safe removal practices.

If only the fast fashion brands that are a part of "Detox My Fashion" were as committed to the environment as Fjällräven is. Fjällräven's Re-Kånken backpacks are \$90 for the full-size or \$75 for a mini version, and available in 12 colors on its website.





# **SNAPCHAT INSTAGRAM**

THE BATTLE OF STORIES

The Facebook-owned photo sharing app just launched Stories, a new feature that looks almost exactly like Snapchat's Stories product. Both let users post photos and videos to a timeline that disappears in 24 hours.

Kevin Systrom, co-founder and chief executive of Instagram, did not mention Snapchat by name in an interview about Instagram Stories, but obliquely referred to "competitors" and acknowledged that "other companies deserve all the credit" for popularizing disappearing photos and videos. It has been an area of interest for Instagram for some time, he said.

This new update had received two different response from the users. Instagram users are happily welcoming this new features as it completes the whole platform whilst Snapchat users are criticizing this carbon-copy of Snapchat, claiming it has no originality at all.

When Instagram began nearly six years ago as a photo-sharing app — the first photo shared on the service was a square, semi-blurry photo of a dog, poorly framed and with little evidence of retouching - it became a place for people to publicly store their pictures and memories. The app quickly gained traction, and in 2012, Facebook said it would buy Instagram for \$1 billion in cash and stock. Today, Instagram has more than 500 million users.

Snapchat, led by Evan Spiegel, who helped found it while an undergraduate at Stanford University started in 2011. Previously called Pictaboo, this social media platform offers the users something different with their main feature of disappearing-photos-within-24-hours. Young audiences flocked to Snapchat precisely because an unflattering photo sent to a friend would last for mere seconds rather than a lifetime, and would not show up for parents or a future employer to find.

Despite what is said to be just a rip-off of Snapchat, so far there are no face filters, geofilters, time stamps, or weather and speed gauges on Instagram Stories. Snapchat uses face recognition software to let you transform yourself into a dog, or an alien, or a slice of bread, or Sia that one time; but Instagram doesn't seem to have that capability. Instagram has always been more about its aesthetic filters, though.







### SNAPCHAT VS INSTAGRAM

### **SHOOTING A STORY**

Snapchat: The app launches on the camera Instagram: The camera for Stories can be

screen so shooting a new photo or video for accessed by swiping from the left from your your story is as simple as pushing one button.

main feed or by tapping the plus sign in the top left corner of the app. Both apps also allow you to add videos up to 10 seconds long.

### **BROWSING STORIES**

Snapchat: The stories are ranked Instagram: The stories are placed at the front chronologically, with the most recently updated and center. All Stories appear at the top of your at the top. On Snapchat, tapping on the screen main feed in order of which friends are closest advances you to the next snap in a Story and the next Story will automatically play after you to Snapchat, users need to tap right or left to view the last snap. either advance to the next image or go back to the previous one; and wiping left takes you to the next Story in the lineup.

### **DOODLES AND EMOJI**

terms of emoji, Snapchat's offerings are a little more flexible. Snapchat lets you add emoji anywhere on your image (you can even attach

Snapchat: Use slider tool to choose colour. In Instagram: All the colors are laid side by side. There's also a handy tool for changing the pen size on the far left. Instagram also offers three different pen tools. There's a pen, marker and emoji to specific parts of your videos) one called neon. For emoji, Instagram right now only allows you to add emoji via the text bar.

### **VIEWERS**

Snapchat: Your choices are everyone or just your friends. You get to choose who can view settings as your main feed (if your feed is public your stories. than anyone can watch; if it's private, only your followers can)







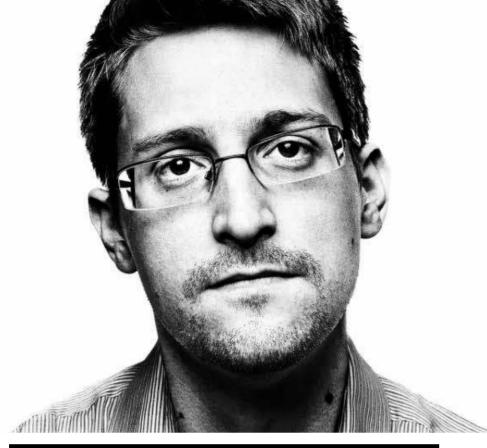
There are a lot of things Snapchat still brings to the table. Users are obsessed because users have to know exact names to find them. Instagram makes

Snapchat can be kind of clunky and it's really intimidating to those who are network. not so technologically savvy. But Instagram basically took Snapchat's concept and made it a little more intuitive. There are no heart icons for people to lt's going to be an interesting few months. express their approval on Snapchat, and it's harder to follow accounts

with the platform and its ad suite and products are still the best creatively searching easier, and it lets brands buy ads that directly link to their accounts, where people can follow them.

Let's just say both platforms have their own targeted users. Instagram is a follower platform where Snapchat is more of a best friend platform. For those who had the intention to be discreet as well as keep their close ones updated with their everyday life, Snapchat is definitely the right choice.

This doesn't mean it's over for Snapchat – it has \$2.6 billion dollar in funding, currently the only one with interactive filters and is way more popular with kids than Instagram. But Facebook is rich too. Besides that, its recent acquisition of MSQRD means the addition of filters is imminent and with Instagram Stories it now has a new way of luring young people into their





# **EDWARD SNOWDEN** THE BRAND

BY **Andrea Peterson** 

Edward Snowden, the former NSA contractor who helped expose the extent of U.S. government surveillance, is among the most notorious and celebrated American fugitives. But from his self-imposed exile in Russia, he has also managed to establish himself as the most significant personal brand on privacy issues.

Recently, Snowden took the first step in using that brand to launch an actual product. During an MIT Media Lab presentation, Snowden and security researcher Andrew Huang unveiled plans for a phone case that could give activists and journalists a heads-up when their phone is secretly sending out signals that could enable them to be tracked by intelligence agencies.

"One good journalist in the right place at the right time can change history," Snowden said via live stream during the presentation. "This makes them a target, and increasingly tools of their trade are being used against them."

The device, which looks like a external battery case, has a tiny screen that would tell a user if the phone is still sending out GPS, cellular, WiFi or Bluetooth signals when the device has been turned off. Snowden had warned in a 2014 NBC interview that some malware could make an iPhone appear to be switched off even when it's still sending out signals.

While Snowden lay low for a while after being granted asylum in Russia in 2013, he's become much more visible in the years since: joining up with Glenn Greenwald and Laura Poitras — journalists who helped publicize his NSA revelations — at the Freedom of the Press Foundation; live-streaming into panel discussions around the world – sometimes with the help of a robotic proxy; launching a Twitter account that now has well over 2 million followers; and endorsing privacy-related cyber-services, such as SpiderOak's cloud storage option and the encrypted messaging app Signal.

Snowden is also the subject of a biopic directed by Oliver Stone that was recently screened at Comic-Con and is expected to get a wide U.S. release in September – giving Snowden an aura of celebrity few privacy advocates have achieved.

His latest phone-case venture, which Snowden is working on as part of his role at the Freedom of the Press Foundation, is still in the design stage. Its very existence, however, suggests that Snowden is keen to use the brand he's been cultivating to push forward the international conversation about surveillance and privacy.









Sarawak Energy Berhad (Sarawak Energy) is a state - owned Sarawak Energy is focused on the generation, transmission, vertically integreted electricity utility and power development company with a vision to achieve sustainable growth and prosperity for Sarawak by meeting the region's need for reliable, renewable energy.

Building on a strong foundation of 100 years as the single provider of electricity in the state, Sarawak Energy is taking bold steps to support the transformation of Sarawak in its vision to become a developed state by the year 2030.

distribution and retail of electricity. We generate power through hydro, coal and gas, capitalising on Sarawak's abundant indigenous resources, and supply to our customers throughout the state through an extensive network

Sarawak Energy as the catalyst of Sarawak Corridor of Renewable Energy (SCORE), develops clean and renewable energy to drive investments from energy intensive industries to create a stronger economy for Sarawak and its people.





The Digital Age has added new challenges to preserving one's intellectual property. Today, the authorship of digital media is a particularly complex issue and in some countries where protection over one's original work is almost ambiguous is making it a more delicate issue to talk about. When it comes to copyright, the rules that matter are the rules of your own country; in legal terms, copyright law is territorial in nature.

By a standard copyright law, a work is considered original if its creator uses skill, labour, judgement and effort to create it. Thus, copyright infringement happens when 'the work as a whole or any substantial part of it' has been copied. Works of authorship may include literary works, musical

works, pictorial and graphic works, motion pictures and sound recordings.

However, it is important to remember that copyright protects only the expression of ideas, not the ideas themselves. This means for example that if you paint Kuala Lumpur city skyline, another person is not prevented from taking a photograph or make an illustration of the same skyline. It also means that even if the movie Hunger Games is copyright protected, you are still able to write your own story about a bunch of teenagers competing to survive in a televised competition, as long as you make sure that your work is substantially different to the one you are inspired by and therefore is considered an original. For literary, dramatic, musical or artistic works, the author or creator of the work is usually the first owner of any copyright in it.

As today's tech-savvy generation becomes increasingly involved with technology and the Internet for learning, work, civic engagement, and entertainment, it is vital to understand legal rights and responsibilities under copyright law and also how the law affects creativity and innovation. We were all taught from a very young age that you must not "steal" other people's work. While this hinders the act of copying among the youth but some believe that copyright is a legal system built on a premise that tends to reduce creative output, rather than increase it. After all, creativity and innovation often comes from the re-use of creative works in

better and interesting ways. In fact, in many cases, the artist has the power to choose how their work is used and distributed that allows for new creativity and opportunities.

While copyright is often narrowly discussed in terms of protections and restrictions, there are aspects of the law that exist to facilitate the rights and freedoms of (re)users as well as those of the original creators. Thus it is crucial to understand that while copyright law may restricts many activities but it should not discourage youth from following their natural inclination to be innovative and inquisitive. In short, youth don't need more intimidation – what they need is solid, accurate information about publishing law.

The ultimate goal of copyright is the creation and dissemination of knowledge. Thus having the right type of intellectual property protection helps you to stop people stealing or copying the names of your products or brands, your inventions, the design or look of your products, things you write, make or produce. Thus, there are three main

protection mechanisms, which are subjected to a number of factors, to protect intellectual property in the digital sphere: copyright, patents, designs and trade marks.

One of the topics that comes with a lot of misconceptions and confusions is copyright. Therefore, to many, copyright is both simple and complicated to understand at the same time. Copyright is a set of 'exclusive' rights, giving creators the right to control the use of their work and the ability to earn from it. The term 'exclusive' in copyright law means that the copyright owner has the right to exclude others from using his or her work without first getting permission. As copyright generally lasts for the lifetime of the maker or more, copyright can be bought, sold, inherited or transferred and therefore someone other than the original creator may hold the copyright in a work.

Through the mechanism of copyright, creators' efforts can be rewarded and that encourages the production of books, films, songs and other

creative expressions. As many copyright laws and treaties already exist or are in the works to protect artists and the broader intellectual property industry against digital piracy, but some of their implications for free speech does not settle well with those who prefer a more liberal copyright law. Therefore, one of the most delicate goals of copyright is to strike a balance between protecting creative works and allowing the public to use them.

Intellectual property

Intellectural property is an el adjection for the

Whether or not copyright does more to enhance free speech or stifle it, the debate is still ongoing. But no matter how strict the mechanisms designed to protect copyrighted materials become, digital media will always offer more freedom than the traditional channels when it comes to the distribution of information. In this digital age, the appreciation of ideas, products and expressions bring more meaning and value when they impact a number of communities at a time, and there is no other medium that does best than digital media.

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A FEW WEEKS AGO, IF YOU SAW SOMEONE WANDERING AROUND YOUR NEIGHBORHOOD STARING AT THEIR PHONE, YOU MIGHT HAVE ASSUMED THEY WERE LOST. NOW, IT WOULD NOT BE TOO MUCH OF A STRETCH TO THINK THAT THEY ARE BUSY LOCATING, CAPTURING, BATTLING OR TRAINING FICTIONAL CREATURES CALLED POKÉMON.

### April's Fool No More

Welcome to Pokémon Go, the free-to-play locationbased augmented reality game that has taken the world by storm since its release on July 6th. For those that are unfamiliar with the Pokémon brand and wondering what the latest hoopla is all about, here is a brief rundown.

Pokémon first emerged in 1995 as a Nintendo video game. Through the decades, it has grown into a massive franchise, which includes trading card games, animated movies and television shows, toys, and comics. While popular, it was primarily aimed at children and nostalgic adults who played the game when they were young. Ironically, the idea of creating the augmented reality game that has made Pokémon a household name came from an April Fool's joke.

On April 1st, 2014, Google Inc. announced "Pokémon Masters," an app that would allow people to hunt the monsters using Google Maps. Though just a prank, the ensuing enthusiasm caught the attention of San Francisco-based startup Niantic Labs and its founder. John Hanke. The team, whose first augmented reality mobile app game, Ingress, has been downloaded more than 12 million times, decided to turn Google's prank into a reality by partnering with Nintendo to create Pokémon Gó.

### Gotta Catch Em All

Similar to previous Pokémon games, players travel the world to capture and battle the monsters in their quest to become the greatest Pokémon trainers. However, while the trips in the previous games were However, these concerns have not affected Pokémon dangerous scenarios as a result of being

uses the phone's GPS and camera to help players "find" Pokémon in the real world, as well as discover various landmarks or Pokéstops, which offer items and experience points. This could mean finding a expectations, and the Rattata in your backyard, a Pidgey around the block. or a Pokéstop at your favourite neighbourhood

The Pokémon are usually themed around the area they appear — for instance, players might find water Pokémon near rivers and lakes or ghost-type Pokémon around graveyards. The game itself involves just a maintain the game's viral success. single player trying to build the biggest collection of Pokémon. However, thanks to the fact that hundreds of fans often converge to areas and landmarks with Pokémon or Pokéstops at the same time, the game is also giving fans a chance to meet up with likeminded gamers and make new friends. An added advantage? It makes exercising fun!

But entertaining as it is, experts do caution players to be cognizant of their surroundings as they scour the neighbourhoods to catch the imaginary monsters. The game has already resulted in some serious actions of their employees, this should injuries, and the numbers can only increase as cause most employers to revisit their additional people join the fray. An additional issue workplace technology policies or create has been an increase in trespassing, as players seek to capture Pokémon in neighbours' yards, or even in places where gameplay is inappropriate, such as funerals or the Holocaust Museum in Washington, DC.

imaginary and conducted within the confines of Go's popularity yet. Less than a month after its launch a room, Pokémon Go forces players to get off their in the US, the game has reportedly been downloaded chairs and venture outside. That's because the game over 75 million times, and people are spending more time playing it than going on Twitter or Facebook. In fact, Pokémon Go, which has yet to debut in many countries around the world, has far exceeded Niantic's unprecedented demand

> is causing the company servers to crash frequently. While Hanke and his team can surmount the technology issues, the bigger challenge they face is introducing new features that help

### **Growing Concerns on Safety Measures**

With the growing obsession over Pokémon Go employees are inevitably playing the game during work, giving employers good reasons for concern. In a recent Forbes study, 70 per cent of employees polled reported they played the game at work, with one-third admitting to spending at least one hour doing so. In addition to lost productivity, security risks and potential liability for the new ones altogether.

It's widely reported that some players of Pokémon Go have found themselves in





distracted or chasing Pokémon onto others' property. These concerns also apply in the workplace, where employers are responsible for the safety and wellbeing of their employees, especially those in safety sensitive positions. It won't be long before an employer is sued after a distracted Pokémon Go player is injured at or around the workplace.

In light of this growing list of potential concerns, employers should create or revise their technology and smartphone policies to address the use of virtual gaming apps in the workplace. These policies should prohibit downloading the app from an employer's network, registering through a company issued device or e-mail address and playing the game during working hours.

While it may be next to impossible to monitor every smartphone held by an employee, a properly implemented and consistently enforced policy is the gold standard when dealing with a new technology that permeates the workplace.

### How Brands Leverage on the Game

The mobile app may represent a turning point in bringing augmented reality into the mainstream. But it also offers tangible benefits to brands. While reports suggest more robust advertising opportunities may be coming to the app shortly (more on that below), retailers can already leverage the phenomenon and bring foot traffic to stores.

While some retailers are sending people away from their stores if they're just there to play the game, others are welcoming the Pokémon Go-induced foot traffic, in some cases advertising on Facebook that the monsters have taken up residence in their businesses, according to Retail Dive.

Besides special deals for Pokémon Go players, retailers have the option to attract players into shops by purchasing a Lure Module through the app that brings monsters to a Pokestop for 30 minutes—and presumably customers after those monsters. According to the New York Post, a New York pizzeria saw business rise 75% after it dropped a lure in the game for \$10. Other restaurants are advertising that their locations happen to be Pokestops and Pokémon Gyms.

Will Pokémon Go have staying power? It's unclear to anyone exactly how long the craze will last. But for now. a lot of people are using it, and retailers can jump on the trend to bring people to their stores.

As far as summertime viral phenomena go, the Pokémon Go app appears to still be growing. But while it is providing tangible benefits to some businesses, the greater value may lie in the lessons marketers can learn from the app. In the long run, the game's true staying power may have less to do with the game itself, and more to do with augmented reality. If the technology takes off as analysts expect—Gartner research projects 25 million VR or limited augmented reality headsets will be in consumers' hands by 2018 – Pokémon Go could be remembered as the moment where augmented and virtual reality first realized their potential.

And as Pokémon Go shows, a world with augmented reality is ripe with opportunities for brands. Meanwhile, critics are calling Pokémon Go a temporary phenomenon that will end within months, if not weeks. Fans, on the other hand, think the game is just the beginning of a long-term movement!





In conjunction with the relaunch of the movie on July 14, 2016, Sunway Lagoon organized a media tour of "Ghostbuster Adventure Live!— Asia's first live interactive Ghostbusters attraction at Sunway Lagoon Scream Park, followed by a movie preview at TGV Cinemas.

In this project, Sunway Lagoon continues its successful partnership with Lynton V. Harris & The Sudden Impact! Entertainment Company based in United States, to create a unique and interactive journey through the Ghostbusters world for fans and park goers alike.

Ghostbusters LIVE occupies the entire top level of Scream Park, and takes visitors through a 15-minute harrowing journey through locations based on the movie, where guests face the spooky elements while completing their journey.

Calvin Ho, Senior General Manager of Sunway Theme Parks said The Ghostbusters addition into the park marks its biggest annual investment to date, since the launch of Scream Park seven years ago, with previous blockbuster attractions such as Terminator, Night at The Museum, Prison Break LIVE! And World War Z.

Also present at the event was Lynton V. Harris, Chairman and CEO The Sudden Impact! Entertainment Company. Harris, who founded the company back in 1991, started Sudden Impact! with an aim of operating attractions at Madison Square Gardens in New York. In 1996, they began a four-year season of Madison SCARE Gardens selling approximately 250,000 tickets.

Today, Sudden Impact! has created temporary and permanent scare attractions for amusement parks and traveling carnivals across the globe.

Harris said: "We have brought Hollywood's biggest brands to Malaysia for nearly 10 years, and Ghostbusters is one of the most iconic Hollywood brands ever in the history of movie making. It is the perfect brand to come to Asia, and we are super excited and also very proud."

OSA WITH LYNTON V. HARRIS

# THE GHOST-MEISTER

GHOSTBUSTERS IS ONE OF THE TOP 10 MOST ICONIC FILM FRANCHISES OF ALL TIME, AND THE RELEASE OF THE NEW MOVIE -- 20 YEARS LATER, BRINGS THE BRAND TO A WHOLE NEW GENERATION, MAKING IT A PERFECT HEADLINE EXPERIENCE

RY **GERALD CHUAH** 

### Q: Please tell us more about your company, and how do you manage to create all these blockbuster events.

We did our first show in New York called 'Madison Scare Garden'. One year later, we licensed The Mummy from Universal Studios which kicked-off the idea for our business model, about scary movies and how we interpret them. Since then, we've done Tomb Raiders, Van Helsing and the hit show Prison Break "live", all The Mummy movies, Scorpion King, Night at the Museum, and Saw which was really intense. We've also done Nightmare on Elm Street, Friday the 13th, and Terminator, another iconic brand, besides Ice Age, the famous movie franchise from Fox. I was able to come out with the idea for the ice-skating shows, and now we also have the rights to Sharknado and are looking at some cool new ones coming up.

I love *Ghostbusters*. It's the perfect brand for these. I have a real passion for family brands, and I make them spooky and scary, so they are family friendly; you can get a fright, but not in a horrific way even though we like doing the horror ones

Ghostbusters is one of the movies where kids can get a little fright, and the trick is to make it not too scary, but enough to make you jump, make you laugh, and have a good time.

# Q: Where do you usually hold your events? What's the difference between Ghostbusters 'Live' in Sunway, and other 'live' events around the world?

We travel all around the world and play it where people go - both here and in Mexico, because there is a good appetite for such things. We did it in North America and Australia. We have played it in Europe, and had a show in London, near Warwick castle for 6 years. It's just fun, and I love the Hollywood brands. We did the `Laser tag' version of Ghostbusters in Mexico last year, but we wanted to explore the scary and spooky side of it, and this is the first one in the world in the `scare mode'.

### Q. The sets and props look quite realistic. What's the challenging part about building these sets?

Sony gave me the script confidentially a few months ago, and they've also given me photographs from the set, so I've read the script early on, and figured out which were the iconic scenes, like Zeus restaurant, the new headquarters of the new all-female Ghostbusters in the first part of the movie. There is also the iconic Firehouse, and Aldridge Mansion – New York's oldest private home and museum; New York Subway's Seward Street Station, with a beautiful subway scene; the old Zhu's Chinese Restaurant; Rowan's Basement, and the infamous Mercado Hotel, set in iconic Times Square in New York. My job is to interpret a brand which they spent \$200 million dollars on, and recreate it for my format. I must have done something right, because they keep allowing me to play with these big brands.

### Q: It's obvious that movies are big brands, but how do you leverage on them through your shows?

In the scheme of things, you have a multi-billion dollar brand like Apple, compared to a movie, which is a way off in terms of value, but what a movie does is that it is culturally relevant. For example, a brand document that I received from Sony shows that the Ghostbusters logo is one of the most iconic and recognizable brands in the world. Everybody talks about brands nowadays. Our company creates brands, and we license brands. I invest in our own brands as well as Hollywood brands, because these big brand has already got some existing equity which makes it easier to cut through the clutter. For example, Sony is spending multi-million dollars worldwide on the Ghostbusters brand, and we get to leapfrog and leverage on that in Sunway Lagoon by launching Ghostbusters 'Live' at Lynton V. Harris Scream Park, which opens from July 14, to coincide with the

\*Visit Sunway Lagoon and enjoy its latest adventures along with over 90 rides and attractions. The opening hours are 11am to 6pm daily. For more information, call Tel: +603-5639000, or visit www.sunwaylagoon.com.





### \*BRAND SPEAKS

### **PUTTING BRAND IN** THE DRIVING SEAT.

Years ago when I was growing up in Melbourne, I used to watch keenly as my dad started our Peugeot 504 family wagon on frosty, winter mornings. Back then, cars had a 'choke' and it was an art to set it in the right position so as the car would start the first time. The process did not stop there. Once the car was running. my dad would idle it in neutral for about a minute before manipulating the choke to a reduced setting. This allowed the engine block to warm up and the oil to reach the optimum viscosity.

The technique for starting a vehicle has evolved considerably since then. Although, for all the advances in technology, one thing hasn't changed. The configuration of the driving seat. Steering-wheel, brake, throttle, yes, they're all still there! This leads one to question how much things will change in the next twenty years. How agile do car brands really need to be so as to adapt to a future where the emphasis may not be on 'the driver'?

Tesla is making lots of noise about driverless cars, with this featuring prominently in their latest masterplan. Similarly, not one to be left behind, General Motors (GM) is experimenting with its own car-sharing service, Maven. Like many car manufacturers, GM is pondering how a driverless option will sit in its range.

100: Personalised and shared mobility. It is an engaging perspective and states that 'car ownership will become obsolete in the future'. According to Mini, cars will be 'owned by everyone at anytime and anywhere'. From a 'ride-sharing' perspective, self-driving cars makes tremendous sense. Likewise, in a world of seamlessly connected devices, it is completely plausible that commuters would rather check in with their friends on Snapchat, catch up on news, or even flick through pesky, work emails whilst doing the daily commute. Although, for all this, the conversation on driverless cars

In recent years BMW have run with the tag line 'Sheer feels overtly 'functional'. Perhaps it's because we are still a long way away from it becoming a reality. For all the rational talk on how much easier it will be, I can't help wondering where the brand will feature in a 'driverless'

Let's further explore Mini's future vision. Here is a brand that has always been about the unique experience the driver has due to the Mini Cooper's heritage with Century rhetoric, the Mini Cooper story is conveniently being parked to the side, as the topic of 'self-drive cars' (Sounds so much safer than 'driverless cars' doesn't it?) opens up a brave new world of 'sharing'.



Consider this. When was the last time you swiped for an Uber or hailed a cab and found yourself requesting The Mini brand recently shared a vision of the 'Next' a specific car brand? Most people are so focused on getting from A to B, or just getting a cab to actually show up, that the vehicle providing the transfer is a lower order consideration. In this framework, it's difficult to see more than a couple of car brands surviving if the onus is purely on a car-sharing service. It's further compounded when you factor in that no one is driving the car. Quite simply, emotion-free, driverless performance vehicle brands!

driving pleasure', Chrysler with 'Drive = Love', Mitsubishi with 'Wake up & drive', Hyundai with 'Driving is believing', Jaguar with Don't dream it, drive it, Volkswagen with 'Drivers wanted' and Nissan with 'Just wait till you drive it. Not sure if you're spotting the trend here, folks, but 'drive' seems to be a fairly consistent theme, as it should be! For all the palaver about peak period traffic, gridlock and a dearth of parking spots, the truth is this: Many drivers still select a car brand on what the vehicle world rally championships. Somewhere in the 21st feels like to - wait for it - DRIVE! I'm curious to know how this sizeable chunk of the driving public will feel once they're ferried around in driverless vehicles, with passenger-facing seats, no steering wheel, no throttle and no brake to be seen in the cabin

The propeller heads tell us that 'driver-driven cars' and 'self-driving cars' will be able to co-exist, but no one has yet articulated just how this will happen. Quite recently a Tesla on 'auto-pilot mode'had a major collision with a van in the US. The matter is still under investigation, but one thing is clear: computers and humans, in an uncontrolled environment, is unchartered waters for legislators and insurers. Even if the 'driver-driven / driverless car' conundrum can be overcome, it will be interesting to observe how pedestrians and driverless commuting does not augur well for heart-throbbing, cars fare in a packed CBD grid on a rainy, Friday afternoon.

> The Audi O7 I drive today has an automatic choke, and its lightweight engine block is designed to create instant oil viscosity. I can just start and go, regardless of the temperature outside. Interestingly though, my son observes me in a similar fashion to how I watched my dad when he used to start our Peugeot. And, given half a chance, my eight -year old son always tries to slip into the driver's seat when I'm not in it. This behaviour is far from rational, but that's the thing about great brands -It's the emotion that drives you.

Nick Foley is the President of Southeast Asia & Pacific for

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is sent over the internet and is stored and processed at data centers. If you post a status update, upload a photo or activity on Facebook in Europe, it will probably pass through the Lulea facility. Frequently repeated Facebook statistic is that 350 million photographs are uploaded daily onto the social network site.

The first two facilities Facebook built, both in the United States were in areas where most of the power came from traditional coal-fired generating stations. Virginia and parts of North Carolina state power utilities have surplus capacity thanks to the decline of traditional industries have offered data companies exceptionally low-priced deals.

Facebook is also keen to share its knowledge on how to make manage data centers efficiency and to reduce carbon footprint through a program called 'Open Compute'. This beneficial information is open source and freely available.

### EcoARK Pavilion, Taipei.

A building made out of a staggering 1.5 million recycled PET bottles was unveiled in Taipei. Some residents are calling it "the world's first plastic bottle structure". Polli-Bricks were extensively on a grand scale to erect this amazing building, dubbed the EcoARK.

A Polli-Brick panel is a translucent and modular 3-D honeycomb interlocking-structure. Lightweight, scratch resistant, with excellent UV protection, water and fire resistance are some of its wonderful qualities. A small amount of silicone is place between the bricks to make an adhesive bond between the specially designed interlocking-structures.

EcoARK Pavilion was commissioned in 2010 for the Taiwanbased Far Eastern Group at a price tag of USD \$3 million as an exhibition hall during the Taipei International Flora Expo.

When Arthur Huang, the chief architect was asked what inspired him to conjure a monument for recycling, he had this to say, "I wanted to reduce consumer trash-specifically pet bottles. It is estimated that only a mere 4 percent of the Taiwan's plastic bottles is recycled or reused-and with 2.4 billion bottles used annually, that adds up to a lot of waste to clutter the landfills."

Standing at three-stories tall, the EcoARK, features an amphitheater, an exhibition hall, and a screen of naturally harvested falling water for air conditioning usage.

Designers also engineered the lightweight EcoARK to withstand large earthquakes and typhoons. The 130 meters lightweight structure is modular; disassembly and reassembly is quite fast much like a giant LEGO building. Incidentally, the EcoArk building philosophy mirrors the ecological mantra of reduce reuse and recycle.

### Starbucks-recycled coffee shop, Washington

Starbucks opened its first coffee shop made out of recycled shipping containers in Tukwila, Washington, south of Seattle. This LEED standards facility increased Starbuck's environmental footprint.

The inspiration to use recycled shipping container drivethru came from the company's cargo shipment containers to transport their coffee and tea from multiple sources around the world. Once the containers reach their average 20 years lifespan, they routinely ended in the scrap yard. Usage of recycled shipping containers is on the rise, some utilized as a grocery store in Seattle, a "Container Hotel" in Kuala Lumpur and as a café known as the Chaiwalla & Co in Johor Bahru.

The illustrious minds in Tukwila, Seattle decided to put the recycled containers to good use. The 450 square foot drivethru and walk-up store was 'brewed-up'. This innovative structure will serve as a prototype for future sustainable Starbucks retail locations. The whole Tukwila store is contained within the shells of four shipping containers that have been purposely refurnished, renewed and revived.

The building uses an integrated rainwater harvesting system. The outdoor adoption of 'xeriscaping' plants helps in water conservation. The store further reduces material use with its simplified environmental signage. For ease of portability, the entire coffee shop structure is easily disassemble and relocated.

With Starbucks global footprint, this new concept presents immense possibilities to replicate and scale their green building to the four corners of the globe literally! irresistible modern iconic splendour.

# UNIQUE SUSTAINABLE BUILDINGS

BY TONY THOMPSON

reen building or sustainable building refers to the structure and the use of processes that are environmentally friendly and resource-efficient throughout a building's life-cycle design, delicately balancing the intricacies of sustainable environment.

Leadership in Energy and Environmental Design (LEED) is a set of rating developed by the United States Green Building Council. The common objective of a certified (LEED) green building is to reduce the overall impact of the built environment to reduce the carbon footprint.

These are the writer's Top 5 favorite buildings.

### Icehotel, Sweden

The Icehotel in Jukkasjärvi in northern Sweden is known to be the biggest and first ice and snow hotel in the world. Prior to winter, pre-construction begins during each spring. Contractors would harvest tons of ice from the frozen Tome River and compacted snow for cold storage. Selected international artists would then carve and transform ice blocks into unique

art forms, avant-garde design and furniture during winter. Construction begins in earnest during the winter months. Compacted snow is sprayed on huge inverted catenaries-shaped steel forms to form a sturdy structure. These steel forms allow the compacted snow to freeze solidly to create rooms and multiple suites.

Upon completion, the hotel features a bar, church, main hall, reception area plus about 100 theme rooms for the discerning guests. The church acts as a popular ice chapel for weddings and Sunday mass. The hotel structure remains below freezing, around–5 °C during its brief physical existence. There is also an Icebar. The first Absolut Icebar opened in Icehotel in 1994. Today this concept is found in London and Stockholm as well.

Upon the advent of spring, the Icehotel ecologically melts away literally, leaving behind fond memories and experiences for the guests. One of the highlights of the Icehotel sojourn is to watch the dazzling and colorful northern hemisphere's aurora borealis light display.

### Facebook Datacenter, Lulea

Facebook, the ubiquitous social networking behemoth had picked the northern town of Lulea, Sweden to build a green data center, its first facility outside the United States.

Facebook has the perfect location to burnish its green credentials. This data center will be the largest of its kind in Europe handling data processing from Europe and the Middle East respectively.

The data centre runs entirely on renewable energy designed to take advantage of the sub-arctic location. A constant cold climate provides natural diffused air-cooling for the mammoth servers housed in long aisles in the facility. The absence of warm days means the Lulea plant consumes 70 per cent less energy and reduces the need for expensive mechanical-cooling installation.

Datacenters are well-known voracious users of electrical power- accounting for 2 per cent of global power demand. Consumption is expected to rise exponentially as computing increasingly shifts to 'cloud computing'-whereby information



THE BRANDLAUREATE • BUSINESS WORLD REVIEW

# **BRIAN POVINELLI**

LE MÉRIDIEN

Brian Povinelli, global brand leader for Le Méridien Hotels, part of Starwood Hotels and Resorts, is responsible for the strategic direction of the brand – leading development and execution of marketing strategies, guest experiences as well as communication. Brian Povinelli discusses his hotel background, expanding the brand globally and future developments...

### Could you give an overview of your experience and background?

Before joining Starwood Hotels and Resorts ten years ago, I was the VP of global integrated marketing at Reebok.

Since working for Starwood, I have been fortunate to be involved in several of their hotel brands. I led global brand marketing for Sheraton and have worked with Westin in North America, before becoming global brand leader for Westin and for Le Meridien five years ago.

### From the eight new hotels opened by Le Méridien, which region / hotel is performing the best?

We've experienced the biggest growth in North America and have opened new hotels in Charlotte, Chicago, New Orleans and Indianapolis. We have transformed a century-old courthouse and Beaux-Arts landmark in downtown Tampa and debuted a newly built, modern hotel, which boasts an art collection second-to-none in Columbus.

On average two years post-conversion, Le Méridien hotels in North America have increased market share by more than 10 percent and our portfolio in this region (North America) now stands at 28.

Currently, Le Méridien has a portfolio of more than 100 hotels and resorts in 37 different countries. And with the brand poised to continue its rapid, but sustainable, expansion, it plans to open approximately 30 new hotels in the next three to four years.

### Could you tell us about the Le Méridien portfolio and any new European developments?

Le Méridien has the strongest portfolio from all of the hotel brands under the Starwood umbrella. Over the last three years, European developments have included the renovation of more than 50 per cent of our properties.

The range of upper scale hotel brands in Europe is greater than ever – what are you doing to attract business travellers?

Attracting both business and leisure travellers alike, Le Méridien Hub offers a central signature concept. The unique lobby experience provides a café atmosphere which sets the scene for guests to socialise and exchange ideas in a curated environment.

It aims to reflect the brand's 'Destination Unlocked' ethos and looks to hero local, cultural 'touchpoints' – encompassing art, music and cocktails and cuisine influences.

# Other than the European portfolio, please comment on which markets you're looking to penetrate and invest heavily in?

Le Méridien has experienced tremendous growth across Asia. In 2015, Le Méridien opened seven hotels in the region, including its first hotel in Banqladesh.

This year will see expansion in both established markets and emerging destinations throughout Asia Pacific, in particular; China, India and Malaysia. And as an overview, we plan to open four hotels in Taiwan, four hotels in India, Le Méridien Putrajaya in Malaysia, two hotels in Shanghai as well as ten hotels in secondary and tertiary markets in China.

Looking ahead to 2017, the brand will open in Fort Lauderdale following a \$30 million renovation and conversion, debut in Denver, as part of a dual-branded hotel development in the downtown district and premiere in Houston following a full restoration.

### Has Airbnb and the sharing economy impacted the business?

No, Airbnb is not impacting the business directly at the moment. However, it is an interesting model, and one to monitor, as more people search for local, flexible and interesting experiences.



Le Méridien and Starwood have a high amount of business travellers and the likes of Airbnb haven't cracked the business market yet and may well not do so as business travellers, we find, prefer the hotel experience.

### What is the future for the brand?

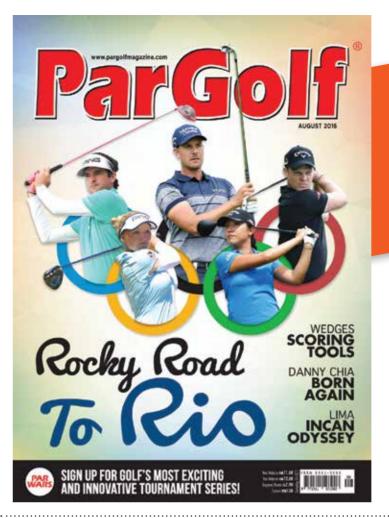
The focus this year is on renovation and each hotel is and will be dealt with on a case-by-case basis, as each with help tell a different but brilliantly unique story.

### How do customers differ across different markets and is the customer profile changing?

We find service expectations to differ across regions, alongside with the economics of staffing.

In Asia, the market has higher service expectations which can be met because of affordable staffing costs. In Europe and North America, travellers are more self-sufficient, which is great as staffing costs are higher.

Many of the Starwood brands are seeing a shift towards the 'Millennial Generation' or 'Generation X' – a younger demographic that has more western attitudes.



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# **125 YEARS** OF FUELLING MALAYSIAN PROGRESS

This year marks Shell's 125th anniversary in Malaysia. As in Malaysia – were known to produce oil at water-depths one of the world's and Malaysia's leading fuel retailers. Shell has been one of the nation's preferred brands when it comes to oil and gas. With over 45,000 retail stations in more than 80 countries, and with Malaysia as the key growth market, Shell has pioneered numerous advances in fuels and lubricants technology. In its 125 years in Malaysia, Shell and its partners have taken the industry further out and further down into the technically challenging depths of deep-water, offering motorists one of the widest choices of petroleum products and services.

### The Early Days

It all began when Shell discovered Malaysia's first oil well, the "Miri No. 1", on Canada Hill in Miri, on 10 August 1910. From these humble beginnings, the company's Gumusut-Kakap and Malikai platforms – both fabricated

deep enough to cover the height of the KLCC Twin Towers. From installing its first petrol pump on the Penang Road in 1913, the company now supplies fuel at over 900 retail sites nationwide. The company maintains its lead with consumers through premium products like its V-Power Racing fuel. Euro-5 Diesel, and lubricants using its GTLbased PurePlus Technology. In 1914, the company went on to building Malaysia's first oil refinery in Lutong, Miri.

Shell helped develop Malaysia's natural gas industry when it found a way to monetise gas, once considered an unwanted by-product of producing oil. In 1983, Malaysia shipped its first LNG shipment to Japan; the result of a partnership among PETRONAS, Shell and Mitsubishi. Developments in natural gas also heralded the Gas-To-Liquids industry, leading to the world's first commercial GTL plant – the Shell Middle Distillate Synthesis (SMDS) plant in Bintulu, Sarawak.

The company's legacy in Malaysia goes beyond its business footprint. In the course of doing business, Shell has built roads, hospitals, and other infrastructure contributing to the growth of small villages into thriving towns such as Miri and Bintulu today. It also continues to be a strong voice for safety leadership through its iconic Shell Traffic Games, first launched in 1957 and since revamped into the Shell Selamat Sampai programme, as well as its Shell Malaysia Safety Awards. In fact, former Shell employees have also gone on to serve as prominent corporate and national leaders: such as Tan Sri Megat Zaharuddin Megat Mohd Nor; Tan Sri Zarinah Anwar: Tan Sri Saw Choo Boon: Dato' Sri Idris Jala: and Datuk Mohd Anuar Taib.



that reflect on society's common values, which Shell also

embraces as part of its DNA: diversity, unity, respect, and inclusiveness. The fuel brand has also released a series of videos called #StationStories, featuring some of its customers who share their personal stories and experiences.

### The Next 125 Years

Fuelling prospects for the next 125 years, Shell announced it will focus on powering innovation and competitiveness. To do so, the company intends to remain the leading offshore explorer in Malaysia and invest RM125 million over the next 10 years to fund Malaysian talent innovation and competitiveness initiatives.

At Shell's 125th Anniversary Gala Dinner, Shell Malaysia Chairman Datuk Iain Lo says, "We are proud of all we have achieved together in 125 years, but there is a new reality in Malaysia and the world. Shell will continue play an important role in helping Malaysia realise its goals. Together, we will power innovation and competitiveness, to fuel Malaysia's future."

Lo remains confident in Shell's growth in Malaysia, affirming that the brand will continue to be more efficient and competitive and, where necessary, take tough decisions regarding their business.

"We will continue working with partners, communities, the Government and others to meet Malaysia's growing energy needs. Together we can drive breakthroughs and new innovations to provide jobs, become more competitive, and increase the use of cleaner energy sources. It's about making the future together with Malaysia," says Lo.

Shell is currently investing in Welcome To Shell, a multiyear transformation project for its retail sites. The company also recently established two new offices in Kuala Lumpur and Kota Kinabalu.



THE BRANDLAUREATE • BUSINESS WORLD REVIEW SEPTEMBER - OCTOBER' 16 #ISSUE36



# **WRIGLEY**

### CREATING SIMPLE PLEASURES TO BRIGHTEN EVERYONE'S DAY

than 180 countries, Wrigley's brands continuously bring smiles to faces around the globe. Today, the Wm. Wrigley Jr. Company is and then to the public at large. a global organization with operations in more than 40 nations, distributing products to more than 180 countries. Its heritage is filled with In 1893, during an economic depression, he introduced two brands that little "something for nothing."

### A Bold Entrepreneur

The year was 1891, and the businessman was William Wrigley Jr. Born in Philadelphia, Wrigley Jr. had moved to Chicago and was selling necessities like soap and baking powder, when he noticed a rather curious trend: The A Legacy of Business Leadership sticks of gum he was giving away for free as incentives were proving more popular than the merchandise itself.

A born entrepreneur with a knack for identifying opportunities where others only saw risk, Wrigley Jr. quickly directed his prodigious energies toward producing his own line of gums. One of his first aims was to combat the lingering stereotype that only women should chew gum. Two of the

If th operations in more than 40 countries and distribution in more company's earliest products — Sweet Sixteen Orange and Lotta Gum revolutionized chewing gum's appeal, spreading interest to the youth market

stories of leadership, innovation, and integrity, but its origins begin over a would become company icons: Wrigley's Spearmint® and Juicy Fruit®. And century ago when a Chicago businessman decided to offer his customers a when an even more debilitating economic downturn arrived in 1907, Wrigley did the unthinkable, mortgaging everything he owned to launch a massive advertising campaign, a move that skyrocketed the company into national prominence and set the stage for the company's future groundbreaking advertising strategies.

During his company's meteoric rise, Wrigley Jr. established himself as one of the nation's leading champions of employee rights and benefits, creating a health and welfare department in Wrigley's Chicago factory in 1916 and granting his employees both Saturdays and Sundays off in 1924. During the Great Depression, the company went one step further, boldly setting minimum wage levels so its workers could have financial security during one of the nation's darkest hours.









Wrigley Jr. is also remembered as the father of modern advertising, coining the familiar maxim "Tell'em quick and tell 'em often." In 1915, he organized the first-ever nationwide direct marketing campaign, shipping sticks of gum to every address listed in U.S. phone books. But it was Wrigley Jr.'s son Philip, named company president in 1925, who artfully expanded the company's reach even further by sponsoring radio programs and pioneering the placement of ads in the "funny pages" of newspapers.

From 1932 to 1962, the company would harness the clean air-brushed style of artist Otis Shepard to illustrate the iconic Doublemint Twins and immortal "Remember This Wrapper" World War II ads, influencing the look and feel of product advertisements for generations to come.

### Seeking New Opportunities

During World War II, when Wrigley was cut off from its supply of ingredients, it halted production of its flagship brands rather than compromise on their quality, reserving its established products for soldiers fighting overseas while introducing a wartime substitute named Orbit® at home.

After World War II, as Wrigley botanists scoured the Amazon for new ingredients, the company introduced new brands, including Big Red® and Freedent®, while pursuing the opportunity for international expansion. The company opened new production facilities in nine countries between 1960 and 2000, including China, which now ranks second only to the U.S. in product sales. And in 1989, Wrigley was one of the first companies to begin marketing products in the former Eastern Bloc.

### **Principles in Action**

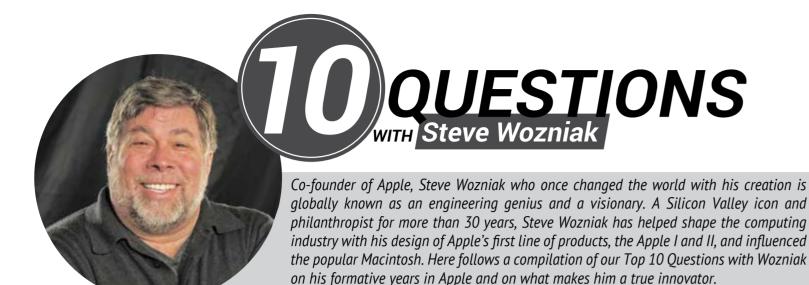
In 2008, two companies that share a commitment to producing highquality goods joined forces when Mars, Incorporated acquired Wrigley.

Today, their approach to business is guided by the Mars Five Principles of Quality, Responsibility, Mutuality, Efficiency, and Freedom. By putting these principles into action every day, Wrigley is able to make a difference for people and the planet through its performance.

### Making A Difference For People

Wrigley continues to expand its efforts to make a difference for people through programs that benefit both the company and the communities it serves. Since 1987, the Wrigley Company Foundation has provided more than \$50 million to non-profit organizations and communities worldwide. The Wrigley Oral Healthcare Program offers health and hygiene education in 47 countries. As part of the Mars Volunteer Program, Wrigley associates around the world donate thousands of volunteer hours to their communities every year. Through the Mars Ambassador Program, associates become immersed in community service projects around the world, volunteering their time and expertise for days and weeks at a time. Making A Difference For The Planet

As Wrigley runs its day-to-day business, it does so with commitment to the planet. Across the world, Wrigley is seeking to use fewer resources to run its factories and is becoming more efficient each year. The company's commitment to ecological stewardship was magnified in 2005 with the construction of its Global Innovation Center (GIC), which became Wrigley's global headquarters in 2012. Wrigley is also mindful of the impact its products have on the environment by selecting ingredients and packaging materials with a lower footprint and working with communities to encourage more responsible disposal. Wrigley supports community education and litter-prevention campaigns in Australia, China, Germany, Ireland, the U.K. and the U.S. Wrigley associates are doing their part as well. Through participation in the company's "Go Green" projects, associates are making sustainable behavior a way of life at Wrigley.



### It is interesting to see that you are comfortably keeping up with the times in terms of technological advancements. What invariably drives you to do so?

Mostly, it's a love of discovery and learning. I love seeing how life changes and I love using technology. I don't really invent and design like the old days. Now it's mostly thinking, due to lack of time. But I do it all the time. I buy most important gadgets that come out and I experiment with them all, so as not to be hung up on my own things.

# Being a part of Apple must have been a significant milestone in your life. Having said that, there must be something more important to you which caused you to move on. Would you be so kind as to divulge what it is?

I left Apple partly because i wanted to be, like, a normal person. I didn't want to seek wealth and power, because in my mind it often corrupts people, and I didn't want to be that person who runs a company. The first time I left Apple was an odd accident. I had a plane crash as a pilot. When I came out of the amnesia I realized that the Macintosh team (they were my favorite, most creative thinking team at Apple, and I was on that team), would be fine without me

But I came back and worked as an engineer. And then I left the second time because I love startups. The idea I came up with was for the first universal remote control, the CL 9 Core, so I left Apple to build that.

### Would you describe the move as a clean breakaway or is there more than meets the eye to it - invisible strings, nerhans?

Well, obviously Apple is the most important thing ever in my life, and no matter where I might go off and try to do outside. I would only say one thing, I am Apple.

When I left in '85, the same as when I left in '81, I actually remained an employee on a slight payroll. I had a letter from Apple wishing me luck. I sat on a blackboard and showed them that my intent was to go and create a product, and there was absolutely no conflict. I like to live a life where everyone likes me. I'm just not bad. If somebody is bad to me, I'm still good to them.

### What helped you keep your eye fixed on the ball during your days of learning?

I was lucky to be a good, top student, getting the math awards at my schools, so you get a little bit of a head start, and things like STEM subjects build upon each other. All the way through school we had nothing about computers. No books in bookstores, not even magazines, and that was the passion of my life.

I just kept building things for the fun of it, and I wasn't worried about having to meet some specs to have a company that makes money. So I'm very thankful I had a great friend who was not always after having companies and money, instead turning things into more, and that was Steve Jobs.

### Can you remember who coined the name 'Woz' for you?

I don't remember who first called me Woz, I remember that nickname started coming to me when I was working at Hewlett Packard '73, '74, '75, around the start of Apple for some reason. So that became sort of a name I used to identify myself with Apple and the new products.

I found out later in life that almost every Wozniak gets the nickname Woz over time. Their friends just start calling them that. My uncle is Uncle Woz. My son, his friends call him Woz, and I turn to my kid and I realize they're talking to Gary instead. So it goes back. It's just nice.

### Would you consider your ties with Apple to be eternal or severable?

My closeness to the brand and company are deeply personal and I'm very loyal. But they don't need me in any capacity. That part is in the distant past. It's always been what I wanted though.

### What might be the most fanciful future invention or gizmo you wish for?

That question might be too hard for any human being.

Greatest invention... I just described one, which was a device to pop anywhere - real tiny, into a glove compartment, a backpack, whatever - and be able to

locate it, wherever it is in the world. There are some devices that kind of claim that now, but they don't really work sufficiently. A device that gives us one extra hour per day?

### Could you share your views on the lure that constant technological progress offers?

I have that feeling all the time because I like a nice, quiet, simple life. I grew up shy. I'm more into products than I'm into socializing. And I do not carry around my phone answering every text message instantly. I am not one of those people.

I wait until I'm alone in my places and get on my computer and do things where I think I'm more efficient. I really see a lot of people that are dragged into it, but you know, I don't criticize them. When you have change, it's not that the change in how people are behaving different to you is bad or good, it's just different.

### Could you name the toughest challenge you ever had to face in life, if any?

I had an easy life. I was so good in math, science, electronics, computers, way ahead of the world, that I would never have to worry about a job. So, I didn't even have obstacles of, how am I going to get a good job or do these things?

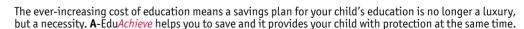
In later times, well, I've had divorces. So I guess you could say those are obstacles in life that I regret. But sometimes you grow up with a geekish personality that isn't really very social, and you wind up in places you shouldn't have been.

### What might you consider to be your greatest success through your own optics?

The Apple II computer. WAY ahead of its time or what anyone could have expected. I'm even amazed looking back on it. It was the machine that would make personal computers acceptable.



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THE BRANDLAUREATE • BUSINESS WORLD REVIEW

# Painting Along road lies ahead for Malaysian artists

The state of art in the country is at its crossroads.

While Malaysian artists continue to create masterpieces on blank canvases, many are pondering on the future of their passion, obsession and profession in the country. While it is common knowledge that the arts, whether performed on stage, seen in the cinemas or explored through fine arts is still not considered a vital aspect in the development of the country.

In its quest to build a country that is developed and progressive. the government has, for most parts, sidelined the value and place of the arts in society. Although there are some artists who received support from the government, the majority continue to face their own battles while fighting for the visibility of their creative endeavours.

While selected artists have gotten financial and publicity support from the government, most artists continue to chart their own career course. Looking for platforms such as competitions, exhibitions and the wide reach of the Internet, artists are going out all to establish and promote themselves to art lovers, both locally and internationally.

The fact is many Malaysians do have an appreciation for art, despite the lack of knowledge and education about art movements and styles. Whether the works are created are a part of Still Life. Surrealism, Expressionism, Pop Art or others, there are more and more serious art collectors, and frequent visitors to exhibitions, both in public and private galleries, particularly in the capital city.

Thanks to a recent revival of interest and investment in galleries such as Wei-Ling Gallery, Galeri Chandan, Shalini Ganendra Fine Art,

Malaysian artists have more opportunities to create and showcase their works to art lovers. Joining exhibition spaces such as the National Visual Arts Gallery, Bank Negara Malaysia Museum and Art Gallery and the Petronas Art Gallery, there are many more curators these days who are spending time, cash and efforts to put on exhibitions that showcase the visual creative maestros in Malaysia.

However, there is still to be considered for art and artists to flourish here. The biggest obstacle faced by the local art community is the government's lackadaisical stance on all things art. From the lack of bonafide support by the Ministry of Tourism and Culture to the recent incident by Kuala Lumpur City Hall (DBKL) in demolishing Lunar Peaks, a sculpture created by National Art Laureate, the late Datuk Syed Ahmad Jamal in 1985.

The expressive art community, made out of both artists and art lovers took to the streets in a peaceful march on August 16, to demonstrate their dissatisfaction towards DBKL, which took it upon them to destroy the artwork, commissioned by United Malayan Banking Corporation Berhad at Jalan Sultan Sulaiman.

The action, done without prior consultation of the artist's family is against the Geneva Convention on artist copyright, where an artwork by prominent artists are considered a national heritage and thus cannot be destroyed or defaced, as it is the moral right of the artist. The incident is a timely reminder that education, appreciation and preservation are key aspects in developing the artistic rights in a developing country.

The Brand Laureate spoke to three artists Latif Maulan, Kim Ng and Ajim Juxta to find out what they have on their blank canvases and on their mind.

Artist Ajim Juxta has a story that many can relate to. Born into an arty family, both his parents were Arts graduates, and his father was a museum curator in Ipoh. Perak. In his childhood days. Aiim or Raia Azeem Idzham and his siblings used to visit galleries. A fan of the arts since school days. Aiim wanted to go into arts stream but like many other parents, his father ensured that he went into the science stream.

Mjun Juxta

"I have always wanted to take art as a subject but wasn't able to do so. Instead, I managed to get an A in 'Reka Cipta' (Architecture) subject. My dad asked me to do architecture so I did, and got my qualifications from UiTM. said Aiim.

After working at an architectural firm for two and a half years, he guit the job in 2009, knowing his heart was somewhere else. It was then when he visited many art bazaars such as Rantai, KL Design Week and Art4Grabs, and he discovered his love for art.

In 2011, his father passed away from cancer, and Ajim inherited his dad's easels, brushes and canvases, which he used to paint after retirement. The bittersweet incident propelled Ajim to embark on an artistic journey that changed the course of his life.

"It was my dad's dream to be an artist and he couldn't do it because things were different in the 70's. I share that dream of being an artist and in a way I feel like I have made his dream come true," revealed the 33-year old from Kuala Lumpur.

Between 2009 and 2011, Ajim explored the many facets of art - from animation, graphics, mural, portrait painting and interior design, before settling into the idea of being an artist. While attending art bazaars in the country, he met fine and senior artists who encouraged him to do more - and that led to his first group exhibition at Interpid, Publika in "I consider myself a self taught artist. Although I learnt a lot from architecture.my training in fine arts was informal. Two years ago, together with Latif Maulan and Adeputra Mastri founded Galeri Titikmerah in Publika, to feature our own works as well as younger artists," added Ajim, who believes that art will only be able to flourish if art education has more importance and emphasis.

One of Aiim's major influences is the music and lyrics by Pearl Jam. The singer of the indie band Juxtaposed, he takes on various types of works including commissioned works and designing logos - and has worked with brands such as Celcom. Shu Uemera and Kiels - to sustain a career as a full time artist.

"I believe artists should reach out to the community more, to communicate to people on the need to appreciate art. As much as people need to appreciate art more, artists too should appreciate people more. After all, what's the point of having an exhibition without people appreciating the pieces of art," asked the young artist.

Inspired by many things in life including people around him, things that are happening within Malaysia and his favourite artist Vincent Van Gogh, Ajim believes being an artists doesn't have to create beautiful objects or subjects. This is seen in his latest exploration of the theme 'Futurism' seen in his Arcology series.

"People think that paintings are always a statement, but mine is always a reminder. It is a glimpse of the future if we keep doing what we do now, polluting the earth, excessive development and building an utopia of tall structures," revealed the winner of the Young Art Award.

While Ajim has seen his share of art collectors and fans, he hopes that one day he gets a chance to do something monumental like painting our Parliament House - or something huge that will be meaningful to







emotions.

The native of Lebu, Pahang has had his share of painting still life since his foray into the art world after completing secondary school in Bentong. Born into humble origins, he took on a variety of jobs - including a factory worker, waiter and display artist designer at a small shopping centre in Bentong.

Although he didn't have the intentions of being an artist as a teenager, his interest in art began with the support given to him by his sisters, who taught him how to draw. He was further supported by a friend who stirred him into the possibilities of living in Kuala Lumpur. During that time, he worked in the day and painted at night, sending his artworks to an established artist every week for the next two years.

His talent and efforts saw him get offered a job as a part time Resident Artist at one of the galleries in the capital city and the rest is as they say - (art) history. Once his artworks were popular and he was able to sell his paintings almost every month, Latif took the plunge and became a full time artist. It was during this time when he met a number of Malaysian artists including Yusuf Ghani and Ismail Latif who gave him pointers and encouragement.

"At first I did many still life artworks - from fruits, flowers and even a kitchen series - which was sold often. My first solo exhibition Parallel Universe, was in 2006, which was a social commentary theme, including women's rights, being homeless and more," said Latif, who is also one of the founders of Galeri Titikmerah.

The 42 year old took note of issues in the newspapers - of missing children, the supernatural and retold these stories on blank canvases. Like most artists, Latif enjoys the ability to explore various mediums and continued to explore art in the form of surrealism and digital world.

For artist Latif Maulan, art is most recently an expression of Known as one of Malaysia's most promising contemporary artists, exploring the human emotions is something close to Latif's heart. With artworks which depict mother earth as a woman, the adverse effects of technology on people, and being a single mother, the artist is inspired by his friends and everyday situations

> "I have done a few paintings centering on politics, but I prefer painting about people's emotions. Many times we don't know how the paintings we have done are relevant to others, but it's always good to know that people can relate to the artworks I've done," revealed Latif, who paints every day at his home, where he lives with his mom.

"Visiting new places can be inspiring too. When I travelled to the US, I had the opportunity to view Van Gogh's The Postman exhibition and that opened up my mind. There's nothing like seeing the masterpieces right in front of you," revealed Latif, who also managed to showcase his works at a private collection there.

Latif considers the lesser known artist Gottfried Helnwein as one of his favourite international artists, who he considers a master in realistic social commentary. When it comes to local artists, he names Jaafar Taib as his idol, awed with his painting technique.

Thanks to the Internet, the self-taught artist has no problems showcasing his artworks on online platforms, (and has fans in and out of the country buying his work) but believes it is difficult to survive without doing commissioned works. The self-sufficient artist said there is a lot more that the government can do for him and his peers, but there is no body established with this objective.

While he hopes to have his third solo exhibition next year, the talented artist's work was recently exhibited at the Redbull's ehwaubulan Group Exhibition at Whitebox Publika in August and is working on artworks for a group exhibition at Bank Negara's gallery in November.

# Illalaysias Included of Control Eight Malaysias Films That Create History our 53rd Malaysia Day, there's plenty to ponder on The truth is we have lots of talent in this cour

As we celebrate our 53rd Malaysia Day, there's plenty to ponder on about our beloved country. While it is our hope that we will overcome the challenges facing Malaysia, we can play an active and positive role in our community and celebrate aspects that unite and define us as Malaysians - food, friendships and films.

With roots going back to the 1930's, the Malaysian film industry has been going strong - from classics such as Bujang Lapok, musically inclined Isabella and the controversial Perempuan, Isteri Dan... As the industry progressed, producers came up with movies in English, Mandarin and Tamil, besides Bahasa Malaysia (and a mix).

The truth is we have lots of talent in this country - from acting, directing, scriptwriting and more, regardless of which categories Perbadanan Kemajuan Filem Nasional Malaysia (FINAS) puts them in. These films depict a Malaysia of the past, sometimes present and a glimpse into the future. They also play a role in branding Malaysia from plot, scenes and acting and more. While some films have won awards, others creating records at the box office, and some not getting as much attention as it should, these films have made a mark in the history of Malaysian films.

Here's a list of Top 8 Malaysian made movies that have the ability to reflect and change the perceptions of Malaysia and its people.



### 1. Ola Bola (2016)

Director: Chiu Keng Guan A football centric film, Ola Bola was inspired by the success of the Malaysian football team that went against all odds and got into the 1980 Summer Olympics. Although it drew criticisms on its accuracy and history, the movie was popular among Malaysians of various backgrounds and racked in RM16million at the box office. Ola Bola gave Malaysians a much needed reminder about unity. sportsmanship and determination - set amidst beautiful sceneries across Malaysia including Kuala Lumpur, Penang, Johor and Sabah.



### 2. Sepet (2004)

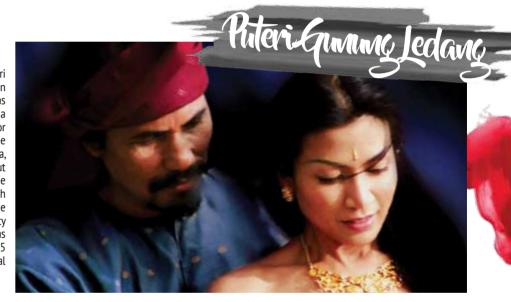
Director: Yasmin Ahmad

Although the title Sepet (which means slit eye), may be a little discriminatory, it is the perfect title to demonstrate the core storyline where race and ethnic issues dominate. The movie follows the love story of a Malay school girl and Chinese shop boy, and the pressures they face as an interracial couple. While the film is not noted for its cinematic technique, there's a lot more in Sepet that meets the eye. Set in Ipoh, the film is a subtle vet engaging film that portrays the realistic dilemmas of mixed-relationships. It won five awards at the Malaysian Film Festival and the Asian Film Award at the Tokyo International Film Festival in 2005



Director: Saw Teong Hin

Based on legendary tale, Puteri Gunung Ledang is an interpretation of the famous Hang Tuah, who was unsuccessful on his quest to get a foreign princess' hand in marriage for his king. Using the backdrop of the 15th century Sultanate of Malacca, the romantic fantasy revolves about the love that blossomed between the princess and Hang Tuah. Amidst lush cinematography and rich costume design, the story of heartbreak, lovalty and individualism was a movie that was a treat for the senses. The film won 5 awards at the Malaysian Film Festival in 2004.



### 4. The Journey

Director: Chiu Keng Guan

Exploring themes of culture and romance, The Journey revolves around a young Malaysian woman who returns to Malaysia after a decade with her happy 90 lucky fiancée on toe. After introducing the Brit to her conservative Chinese father, the future son and father in law travelled on a cross country adventure to deliver the couple's wedding invitations to guests. Amidst language and cultural and generation barriers, the unlikely duo realised that they are essentially the same. Despite its less than stellar acting, the movie has related elements of family life, cultural differences and portrays many unique local Chinese cultures such as Astro's Chinese New Year countdown gala, 'Pai Ti Kong' (Worship of Heaven) at the Clan Jetty, Penang, and the Chingay Parade in Johor Bahru. Not surprisingly it was one of the highest grossing local production for a period, with RM12million.



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### 5. Jagat (2016)

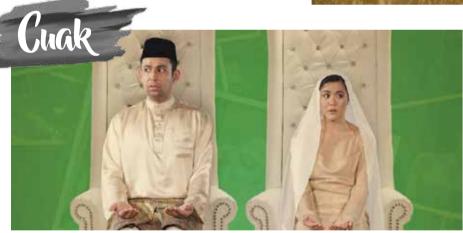
Director: Shanjhey Kumar Perumal Set in the 1990's the film focuses on one of Malaysia's smallest communities. Subtly exploring the dilemmas faced by the Malaysians Indians. A window to the stories of many Indians, the film depicts an uncaring and unforgiving society. The bold movie went on to be screened at the New York Asian Film Festival. Emotional and real, Jagat is a reflection of today's community and a reminder of what life in Malaysia is like.

### 6. Terbaik Dari Langit (2014)

Director: Nik Amir Mustapha

The film is set around the quirky Berg, who decides to go on a journey with his four friends to capture a UFO which he saw 15 years ago. The road trip that goes through Selangor and Perak and before the friends realise the journey is more than what it seems. Entertaining and engaging, the film found a balance between commercial and indie. It was also a contender in the Asian Future category at the 27th edition of Tokyo International Film Festival (TIFF).





### 7. Cua

Directors: Khairil M. Bahar, Lim Benji, Manesh Nesaratnam, Sharmaine Othman and Tony Pietra Roughly translating to 'cold feet', Cuak is a story about Adam who is having second thoughts about getting married. Focusing on the good and difficult times in the course of the relationship, the film also touches on issues such as friendship, love and conversion. Although it did not break any records box office records, what makes Cuak different is the film portrays realistic and true experiences of Malaysians. Uniquely told by five different directors in various styles, Cuak has the ability to resonate with audiences regardless of nationalities and cultural backgrounds.

### 8. The Red Kebaya (2006)

Director: Oliver Knott

Using flashbacks and a narrative to depict a story of loss and tragedy, the film revolves around a lonely photographer who goes on a quest to photograph abandoned houses. As he delves deeper into these houses, he uncovers the truth surrounding his birth, which is centred around the red kebaya. A visual treat and winner of three awards at the Malaysian Film Festival in 2007, the cinematic film is a good movie that showcases a different side of Malaysia and the essence of Malay tradition – the baju kebaya.





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curiosity of the unknown. Within the seemingly mundane routine of repetitive day-to-day life, everyone yearns for a daring odyssey into begin in 2017). the unfamiliar, to boldly go where they otherwise would (or could) not in real life. This year, Star Trek commemorates its historic 50th 1994), Star Trek: Deep Space Nine (1993-1999), Star Trek: Voyager and significant degree of pop culture thrown in for good measure!

It is within the very constitution of the Human soul to be fuelled by (1995-2001) and Star Trek: Enterprise (2001-2005). Fans are presently rejoicing the world over for the announced Star Trek: Discovery (set to

It is indeed a strange thing, but somehow, the exhilarating notion Anniversary on the 8th of September. The phenomenal franchise has of a quest fuelled by science and stimulated by adventure into the become a sensation which spawned the futuristic subculture over unknown appeals to everyone on a subliminal level. This is where the decades, integrally impacting several generations through TV the buzz of Star Trek exits its cocoon and comes alive like a beautiful series such as Star Trek: The Original Series (1966-1969), Star Trek: The butterfly. Not only has it come to life, but it has remained alive for Animated Series (1973-1974), Star Trek: The Next Generation (1987- half a century in the process - with a remarkable number parodies



### **REBOOT**

The realm fondly known as the 'movie-verse' has always been a platform where we have projected our hopes, dreams and wishes, propelled by the magic and splendour of the silver screen in a way that is light years ahead of present-day science. With the idea of and concept of Star Trek coming about as early as 1964, when many of the ingenious creations we see today were but a daydream upon the endless canvas of whims and fancies, we actively continue to fantasize with the wishful thinking of today upon the unknowable frontiers of tomorrow...

In the domain of the silver screen, Star Trek, having orbited the blockbuster cluster for so long, the titan franchise is unquestionably no newcomer with a solid number of titles, spanning from the Original Series films, Star Trek I: The Motion Picture (December 7, 1979), Star Trek II: The Wrath of Khan (June 4, 1982), Star Trek III: The Search for Spock (June 1, 1984), Star Trek IV: The Voyage Home (November 26, 1986), Star Trek V: The Final Frontier (June 9, 1989) & Star Trek VI: The Undiscovered Country (December 6, 1991); the Next Generation films, Star Trek Generations (November 18, 1994), Star Trek: First Contact (November 22, 1996), Star Trek: Insurrection (December 11, 1998) & Star Trek: Nemesis (December 13, 2002); and the Reboot (alternate reality) films, Star Trek (May 8, 2009), Star Trek Into Darkness (May 16, 2013) & Star Trek Beyond (July 22, 2016). With such deep-rooted canon in the 'cinemasphere', the impact of this franchise as a brand certainly one that cannot be taken lightly.





### The Idealist's Amalgam of Multifarious Species and Worlds

The franchise represents an ideal world (actually worlds). Although *Humans* are the most-often-seen crew members onscreen, Starfleet is shown to be composed of individuals from over 150 races, with *Vulcans* being the most common aliens seen. *Trekkers* are able to savour fashions and designs from every corner of the known universe, adding the spice of variety to life in a way never fathomed before!

The United Federation of Planets (UFP) is one of the most powerful interstellar states in known space. Encompassing 8000 light years, it is comprised of over 150 formal member worlds. Starfleet is the deep-space exploratory and defence service maintained by the UFP. Its principal functions include the advancement of Federation knowledge about the galaxy and its inhabitants, the advancement of Federation science and technology, the defence of the Federation, and the facilitation of Federation diplomacy.







### osmic Fan Base

Star Trek has been a cult phenomenon for five decades, with 726 episodes, 30 seasons of TV series, a host of movies from the classics, contemporary-future and alternate realities, not to mention the upcoming series, Star Trek: Discovery, which will carry the franchise beyond its first Golden Jubilee. Indeed, the momentum is set to spin on into the future where it will indeed become more relevant in time with all sorts of rapid advancements in ideologies and technology.

The following for this franchise worldwide is huge. Diehards have been known to go all out during the low reception of certain seasons to ensure the continued airing of the series – sometimes even raising funds to help retain and sustain it! At least two museum exhibits of *Star Trek* props travel the world at any given time. The franchise spans a wide range of spin-offs which encompass graphic novels/comics, novels proper, figurines, games and toys. Not only that, but the sci-fi phenomenon had a themed attraction in Las Vegas for a whole decade (1998-2008). Over and above official productions, viewers have produced several fan fabrications – adding the depth and richness to *Star Trek* lore in a way that is interactive and reflective of the very best of africance sentiments.



### Foes from across the Cosmos

There is evil of every form lurking out there in the vastness of unknown space, some closer to home, others, from nebulae and dimensions unknown. The sci-fi phenomenon that is *Star Trek* interprets these antagonists in some of the most creative ways ever imagined...

The enemies in *Star Trek* are as pivotal to the enduring saga as its heroes. Coming in all forms, shapes & sizes and bearing all manner of distinct language, creed, history & technology, the foes essentially redefine the parameters of peace that the Federation hopes to propagate from time to time. In fact so integral are the antagonists of the series that certain races have their own full-fledged constructed language, for instance the *Klingon*. Some foes are initially even of clandestine origins such as *Krall* in the recent alternate reality *Star Trek Beyond*.

Krall from Star Trek Beyond (2016)



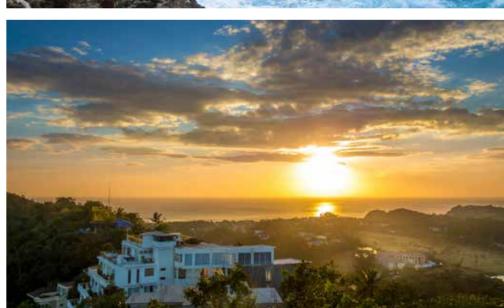












Station 1 is known for its high end resorts, a wider beach and its powdery white sand which is so soft it feels like flour underfoot. It also has a few nice beach shack style bars, and some high end restaurants. This is where you'll see the honeymooners. Station 2 is known as the party station. It's where you'll find the majority of the bars and restaurants, lots of them loud and spilling down onto the beach. Meanwhile, Station 3 is the quietest part of the beach, with cheap accommodation and a few restaurants and bars. The sand is coarser and it's generally thought to be not as nice, although it looked fine to me! For an adventure off the touristy beach, there's Puka Shell Beach, Ilig Iligan Beach and Lapuz Beach, all located on the other side of the island - a lot less touristy yet still as beautiful.

### A Paradise for Sport & Nature Lovers

I spent 4 days in Boracay although I wish I had stayed a tad longer. It is guite a small island that you can walk the entire length of the island in just a few hours but the things you can do there is endless. Best part of Boracay is that the island isn't just about beach fun and water sports. Visitors can also enjoy all sorts of outdoor activities such as adventure hiking, helicopter tour, ATV riding, driving on a buggy car or go for the zipline adventure and cable car at highest peak of the island.

Mount Luho, the highest point in Boracay and one of its tourist attractions that rises up to an altitude of 100 meters above sea level. A bird's-eye view from the top of Mount Luho makes the demand in climbing worthy. It is a small mountain with a bamboo-made viewing deck and on the viewing deck of the mountain is where you'll see the terrific eyeshot of the ocean surrounding the island of Boracay.

Like any beach holiday I've been to, an island hopping trip is never missed out. I took my island hopping package from one of the vendors that approached me on the streets while on the way to the beach. For 700PHP, the half-day tour takes you on a shared boat ride to two beach stops for swimming, one snorkelling stop, a buffet lunch, a tour at the beautiful neighbouring island of Crystal Cove and last stop, Ariel's Point for cliff diving. At Crystal Cove, you can experience breathtaking views of the ocean while trekking to the coves and caves and a chance to explore the natural beauty of rock formations and crystalline sea waters.

Ariel's Point is a favourite among the adventurous. This is where I leaped off a cliff and made a big splash in the cerulean waters below! Ariel's Point has five different diving boards and platforms ranging from as low as 3 meters to as high as 15 meters. Having fear of heights,

up afterwards. The five diving sites at various heights were built on a clearing at the top of the karst cliff, several with wooden springboards cantilevered to the side of the cliff to give a better clearance to the divers falling onto the water. Visiting Ariel's Point stands at number one on TripAdvisor's Top Things To Do in

Despite being a touristy place, water sports and activities in Boracay are affordable and relatively cheaper as compared to other islands. There are several activities that you can do without breaking your pocket and yet still able to enjoy the fun and adventures in the island. The wide range of outdoor activities offered includes paraw sailing in the evening to catch the sunset, scuba diving, explore the underwater with helmet diving, fly boarding, jet skiing, parasailing and even a mermaid swimming class.

### The Freshest Seafood in Town

If there is one thing in Boracay that can compete with the splendour of its beaches, it is the amazing variety of restaurants on the island. From Chinese to Japanese to Thai to Indian to Mediterranean to Italian to Mexican, there is definitely something that will satisfy everybody's tastebuds. You can enjoy refreshing fruit shakes, mouth-watering ice creams and crepes I started my Boracay adventure with a climb up to I shamelessly only jumped off the lowest cliff and gave and sumptuous seafood dishes anywhere within



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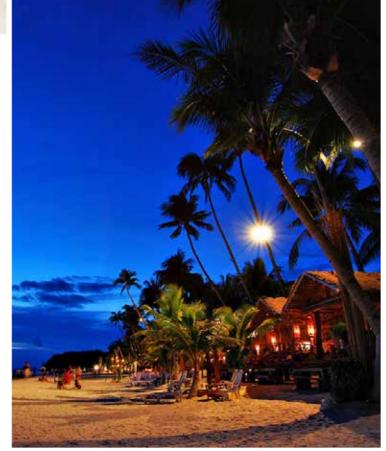
this paradise. An unforgettable one that I'll definitely come back for is the freshly made fruit shakes from the famous, Jonah's Fruit Shake & Snack Bar – my personal favourite is the mango pineapple shake!

A trip to Boracay wouldn't be complete without enjoying the freshest seafood at D' Talipapa Market. Located at Station 2, this place has an interesting concept where you have to buy your seafood from the various stalls at the wet market and then bring it to a separate restaurant nearby to have them cook for you in any way you like with a small charge. D'Talipapa offers a variety of seafood to choose from. From lobsters, to different kinds of fish, to oysters, you name it, they have it. I personally love the prawns and like most of the seafood, prawns are available in several sizes, dead or alive. Seafood there is definitely very fresh, but make sure to haggle prices.

### A Heaven-like Escape

I had always wondered why Boracay was this loved. It never occurred to me until I was already there. As I walked by the beach, I could not help noticing the diversity of the people enjoying every bit of the island. It's not just the fine sand, the sunset, the food or the almost endless range of activities but it is the heavenly beauty of the island that keeps the swarm coming back. Boracay has something for almost everyone and almost everyone just can't get enough, myself

Boracay quick became one of my favourite islands in the world, and despite the small island being labelled as "too touristy", I would still highly recommend it to anyone planning for a beach holiday. Whether it's just for 2 days or a week, it's a perfect getaway for people who wants to relax and just soak up the sun. If anyone ever tells you about it being overrated, don't listen until you go and see for yourself.





# Seminyak village

BALI'S NEW SHOPPING & LIFESTYLE DESTINATION



MCM | FARAH KHAN | M RESORT | MC2 ST BARTH | RIMOWA | TIGER PALM TIME INTERNATIONAL | OPTIK TUNGGAL | MRS. LEE | NITROGENIE | ALDO | LILY JEAN MILO'S COLLEZIONI | ASHLEY ISHAM SIRENES | SHAKUHACHI | OUR DAILY DOSE | BUDDHA WEAR PLAY CLAN & FRIENDS | (X) S.M.L | TONI & GUY ESSENSUALS | SENSATIA BOTANICALS VITA LUXE | MARKETPLACE | THE DUCK KING | DARLING CAFE | SPRING SPA







### **BRAND THOUGHTS & TIPS**

"YOU CAN NEVER CROSS THE OCEAN UNTIL YOU HAVE THE COURAGE TO LOSE SIGHT OF THE SHORE"

Christopher Columbus

"THEY DON'T TEACH YOU THIS AT HARVARD BUSINESS SCHOOL, BUT IT'S ALL ABOUT PEOPLE, EVERYTHING HAPPENS BY, WITH OR THROUGH PEOPLE, NOTHING JUST HAPPENS ON ITS OWN

James Koch, Sam Adams

"BEING AN ENTREPRENEUR ISN'T JUST A JOB TITLE, AND IT ISN'T JUST ABOUT STARTING A COMPANY. IT'S A STATE OF MIND. IT'S ABOUT SEEING CONNECTIONS OTHERS CAN'T. SEIZING OPPORTUNITIES OTHERS WON'T. AND FORGING NEW DIRECTION THAT OTHERS HAVEN'T

Tory Burch

"THE ONLY STRATEGY THAT IS GUARANTEED TO FAIL IS NOT TAKING RISKS"

Mark Zuckerberg

"EVERYONE WANTS TO LIVE ON TOP OF THE MOUNTAIN. BUT ALL THE HAPPINESS AND GROWTH OCCURS WHILE YOU'RE CLIMBING IT

Andy Rooney

"WHENEVER YOU SEE A SUCCESSFUL BUSINESS. SOMEONE ONCE MADE A COURAGEOUS DECISION"

Peter F. Drucker

"IF YOU DON'T BUILD YOUR DREAM. SOMEONE ELSE WILL HIRE YOU TO HELP THEM BUILD THEIRS"

Dhirubhai Ambani

"IF YOUR ACTIONS INSPIRE OTHERS TO DREAM MORE. LEARN MORE. DO MORE AND BECOME MORE. YOU ARE A LEADER

John Quincy Adams

"IF YOU'RE LOOKING FOR THE NEXT BIG THING. AND YOU'RE LOOKING WHERE EVERYONE ELSE IS. YOU'RE LOOKING IN THE WRONG PLACE'

Mark Cuban

### **WHAT'SHAPPENING**



### 3 SEPTEMBER 2016 BATTLE OF THE REDS

What: The 'Battle of the Reds' brings the iconic North West Derby to Malaysia. Manchester United and Liverpool are the most supported EPL teams in Malaysia. The event, 'The Battle of the Reds', will be the 6th Masters tournament to be held in Malaysia, returning after an absence of 3 years, with the last tournament being the 'Standard Chartered EPL Football Masters Malaysia Cup. . This Tour 'format' will provide many opportunities for the fans to get up close and personal. Where: Stadium Malawati, Shah Alam

Website: www.maximprofile.com

### 2ND TO 4TH SEPTEMBER 2016 MATTA TRAVEL FAIR IN KUALA **LUMPUR 2016**

What: Thinking of travelling? You're in luck, as the MATTA Fair is around the corner again! For the uninitiated, the MATTA Fair is an annual travel fair that is held nationwide to encourage the public to travel more, either around or outside the country. If you're looking for a cheaper way to travel, then you can't go wrong with a visit to this much-awaited fair. Where: Putra World Trade Centre (PWTC)

**Website:** www.mattafair.org.my



"Doctice buy Testical



### 29TH - 30TH SEPTEMBER 2016 SME SOLUTIONS EXPO

What: The SME Solutions Expo 2016 is a trade-show established specifically for the interest of Small and Medium Enterprises (SMEs), allowing both exhibitors and visitors alike to forge new business opportunities. Serving as a platform for networking and product showcasing, the event aims to give existing SMEs a higher market presence in today's competitive economy.

Where: Kuala Lumpur Convention Centre (KLCC)

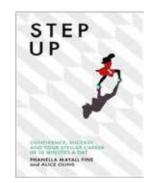
Website: smeexpo.asia

### 15TH - 17TH SEPTEMBER 2016 **BORNEO BIRD FESTIVAL**

What: This event showcases products like a vast array of habitats with their own specialized birds, a total of 688 resident and migratory species of bird; 60 endemic species where 33 of these endemics, exciting programme and fun activities for birdwatchers and general public,.

Where: Rainforest Discovery Centre, Sepilok. Website: www.borneobirdfestival.com

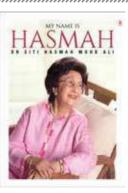




### STEP UP: CONFIDENCE, SUCCESS AND YOUR STELLAR CAREER IN 10 MINUTES A DAY

By Phanella Mayall Fine

Perhaps you aspire to hold the top job? Or is it that you want to start your own business but struggle to make your voice heard in a sector dominated by men? Maybe th e problem is that you are trudging slowly up the career ladder and want to learn how to ascend more quickly? And how do you actually do it all, without compromising your female values or abandoning your family? And where do you find the time? Step Up is the ultimate career self-help book for women. It blends kick-up-the-bum advice with 10-minute a day career workouts to help vou build career success fast. Perhaps it's networking? Or, maybe it's learning how to utilize the influence of others? Read, rehearse and watch your career take off!



### MY NAME IS HASMAH

Bv Siti Hasmah Mohd Ali

As one of our first female Malay doctors, Tun Dr Siti Hasmah Mohd Ali belonged to the generation of Malayans who built an independent nation out of a legacy of colonialism and war. She left government service when her husband Tun Dr Mahathir Mohamad reached the top of the political hierarchy, but for the next 22 years she was more than the wife of Malaysia's longest-serving Prime Minister. On the international and local stages she remained a staunch advocate for public health and developmental issues, always engaging the rakyat with her signature grace and humour. My Name is Hasmah is her account of her upbringing, career in medicine and adventures (and occasional misadventures) as she travelled the world

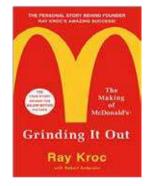
by her husband's side.



### RECOGNISE ME: BRANDING

Bv Ken Cato

This richly illustrated and informative book is more than a book about brands. Ken Cato reviews the learnings across 45 years of building extending and conceiving brands Ray Kroc is one of them. His revolutions from around the world. With first-hand in food-service automation, franchising, experience in working cross-culturally in more than 100 countries, the author's insights, strategy and design thinking that drives brand identity goes to the heart of common and unique issues confronting both small and large organizations. Using real-life case studies from Cato Brand Partners, this highly anticipated volume fifty-two years old when he opened his offers approaches, solutions and ways in first franchise. In Grinding It Out, you'll which corporations are trying to answer meet the man behind McDonald's, one of the common question 'Recognise Me?'. the largest fast-food corporations in the This contemporary look at some of the key world with over 32,000 stores around the drivers behind a company's success is a must-have for any business, be it start-up or well-established firm.



### GRINDING IT OUT: THE MAKING OF MCDONAL D'S

Bv Rav Kroc

Few entrepreneurs can claim to have radically changed the way we live, and shared national training, and advertising have earned him a place beside the men and women who have founded not only businesses, but entire empires. But even more interesting than Ray Kroc the business man is Ray Kr oc the man. Not your typical self-made tycoon, Kroc was globe.

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

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

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





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