

THE BRAND

LAUREATE
BUSINESS WOMEN ONLINE

2018 COUNTDOWN
Trends to Look Out For

GOODBYE F1
Malaysia's Final Race

VIETNAM :
The Thriving Country at a Glance

SOUTH ISLAND, NZ :
The Untouched Beauty of Aotearoa

SAY YES2BRAND :
Losing the Owl's Neck

PROF. TAN SRI DATO' WIRA DR. MOHD SHUKRI AB. YAJID

MSU : AN INTELLECTUAL POWERHOUSE

WITH A WORLD-CLASS REPUTATION



msu
management &
science university





THE BRAND LAUREATE

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THE BRANDLAUREATE BUSINESS WORLD REVIEW
No Permit KDN PQ/PP16972/08/2011/(028331)

The BrandLaureate Business World Review is published by
THE BRANDLAUREATE SDN BHD (690453K),
39B & 41B, SS21/60, Damansara Utama, 47400 Petaling Jaya.
Tel: (603) 7710 0348 Fax: (603) 7710 0350

Printed in Malaysia by
PERCETAKAN SKYLINE SDN BHD (PQ 1780/2317)
35 & 37, Jalan 12/32B, TSI Business Industrial Park, Batu 6 1/2,
Off Jalan Kepong, 52000 Kuala Lumpur, Malaysia.

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PUBLISHER'S NOTE |



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The BrandLaureate was in Ho Chi Minh City on October 31st to launch The BrandLaureate Special Edition World Awards 2017 Vietnam. To this end, a spirited press conference was held at The Reverie Saigon on *Halloween*. The Reverie is a 6-Star luxury hotel ranked as one of the top luxury hotels in Asia. The Awards ceremony will be held at the end of this year, on December 7, and the winners will comprise the best of Vietnamese brands as well as multinational brands present in the country.

One might wonder why Vietnam? Truth be told, Vietnam is a country that inspires. After having endured the war against America from 1955 to 1975, and reigned victorious, it has pulled itself out of the adversities and moved on to build a robust and vibrant economy. With a GDP that averages 6.7 per cent, the country is undoubtedly the envy of many other nations!

I am impressed by the drive and energy that is present in Vietnam. The people go around their daily tasks with great sense of purpose and confidence. At the same time, they are very competitive. And all these attributes – drive, energy, purpose, confidence and competitiveness – are what make a great brand and Vietnam has a strong *Country Brand* presence. There are a good number of top Vietnamese brands which have, to a great degree, contributed to the development of its economy – building strong industries and providing business and employment opportunities.

Furthermore, young Vietnamese are now contributing to the development of the nation. Those educated overseas have come back to help develop the nation and you meet many of them working in multinationals and local conglomerates. Many are also very

enterprising, setting up businesses of their own; plus women form a large population of the workforce.

Having a productive and enterprising workforce is important to any country or business, as it is the people that drives the soul of the nation. Hence, the Management & Science University (MSU) in Shah Alam was established with a desire to help shape young Malaysians through values, ideas and knowledge.

Founder and President, Professor Tan Sri Dato Wira Dr. Mohd. Shukri Yajid, who is featured in this issue's *Cover Story*, has been at the helm of the position for the last 36 years, carving an institution which provides quality education for anyone with a desire to improve themselves.

Without a doubt, a nation can only move forward if its people have the right skills and knowledge and MSU's role in the education sector of Malaysia takes on an important role. Digitalization and Industry 4.0 will become a norm in how businesses are conducted and to benefit from it, we require not only new skills but an upgrading of existing skills to make it a success. No country ought to be left behind in this new technology tide and all of us must be prepared to embrace it and for all intents and purposes, 'rebrand' ourselves if we want to stay relevant.

I hope you enjoy reading this year-end issue of the magazine. As we reflect on the happy and sad incidents which have taken place in 2017, we also should look at the hopeful promises in store for 2018.

Enjoy the year-end celebrations and may you also be in the pink of health to welcome 2018! Thank you.



EDITOR'S NOTE |



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On January 1, people around the globe commit with vigor to all sorts of virtuous goals, from losing weight to being a more understanding boss or partner to eating more healthfully to saving more money. And, before too long, most of us find we're back where we started. Of those who make new resolutions, vast majorities are successful for that first week, but—unsurprising—by the end the month the numbers start to fall. By the end of six months the amount of successes are basically non-existent.

After all, studies have shown that from those who made a New Year's resolution, only 8 per cent of them are consistently successful with it. Researchers reckon that fewer than a quarter of us will keep our resolutions, which makes me wonder why we bother?

I believe it has something to do with the optimism of a fresh start. It is the chance to change, to improve and to become the best possible version of ourselves.

But why do so many of us fail with our January resolutions? I believe that we put too much pressure on ourselves; we set goals only because we think we "should" or "ought to"; we aren't specific enough about our objectives; we don't plan to succeed; or we just feel too lazy, stressed, busy, tired, hungry, ill, upset, bored, or demotivated to make it happen today and then, by tomorrow, it's too late – our desire has beaten our will, yet again.

Perhaps one of the best New Year's motivators is the quote by Chinese philosopher, Lao tzu who wisely said in The Way of Lao tzu, "A journey of a thousand miles begins with a single step."

As for me, this year isn't so different from last year... it's just as hard to get out of bed early, exercise often, and not get distracted from work by social media as it was in 2016. But I, for one, buy into the mantra of 'New year, new you!' on an annual basis, mentally and monetarily. I'm always up for a fresh start and setting new goals for the year ahead. Even though 2018 will bring the same challenges as this year, a "fresh start" is a good way to kick a new habit into high gear. Let's hope I make it past January. And, if not – well, I suppose there's always 2019!

All in all, whatever resolution you make for the coming year, decide now how important it is to you, knowing deep down in your bones that fear, outdated habits or obstacles are not going to be enough to keep you from meeting your goals. Remember to take it one step at a time and you'll reach that goal.

I wish you nothing but the best of luck and good fortune in this upcoming year.

Merry Christmas and Happy New Year!

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WHAT'S INSIDE | issue #44 November – December



This issue celebrates, clockwise from top, Prof. Tan Sri Dato' Wira Dr. Mohd Shukri bin Ab. Yajid of Management & Science University, 2017 Year In Review, 2018 countdown, World Fashion Week, Mah Sing and many more....



LET'S UNITE AND RUN FOR A NOBLE CAUSE



NOVEMBER 18, 2017 6.30AM - 12.00PM SEPANG INTERNATIONAL CIRCUIT (SIC)

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“

We have transcended beyond just being a university at MSU...

We make sure that we produce super graduates with values - graduates who are really far ahead of the rest and who always give back to the society

”

PROFESSOR TAN SRI DATO' WIRA DR. MOHD SHUKRI YAJID
President & Founder of Management & Science University (MSU)



PROFESSOR TAN SRI DATO' WIRA DR. MOHD SHUKRI YAJID
PRESIDENT & FOUNDER OF MANAGEMENT & SCIENCE UNIVERSITY (MSU)
A step ahead of its competition, MSU is pacing itself to be the Number One private university in the country. MSU finely displays a striking balance between excellence and quality, where students can enjoy top quality educational and lifestyle facilities equally. The BrandLaureate talks to the President and Founder of MSU to find out about the story behind how the university became a living proof of the value of a holistic education, something which tens of thousands of alumni certainly can testify to.



THE GLOBAL PACESETTER IN PRIVATE EDUCATION

IN THIS COMPETITIVE WORLD, VERY SELDOM DO WE ENCOUNTER AN EDUCATION BODY OR INSTITUTION OF HIGHER LEARNING THAT DARES TO SWIM AGAINST THE TIDE OF DEVOLUTION AND RETURN BOLDLY TO THE 'FIRST LOVE' OF LEARNING AS A WHOLESOME EXPERIENCE OF SELF-GROWTH.

BY IDA IBRAHIM

Malaysia's homegrown global institution, Management and Science University (MSU) comes with a reputation for education and innovation that resonates across the world. The institution was founded with values and desire to transform lives through learning and teaching. Throughout their history they have led the way and helped shape the Malaysian young workforce through values, ideas and knowledge.

A premier university in Malaysia and amongst the 1.8 per cent top universities in Asia (QS world university ranking), MSU offers industry and entrepreneurial embedded programmes at the postgraduate and undergraduate levels in the areas of business, management, medicine, health sciences, information sciences, engineering, education and hospitality.

"We create the difference by providing the best," states Professor Tan Sri Dato Wira Dr Mohd Shukri Ab. Yajid as his opening remark, the Founder and President of MSU.

"For the last 36 years, MSU has always been about quality as what education is all about. Quality is always an essence of our institution and our journey in this industry has always been about providing opportunities to anyone out there. We give equal opportunities for those who seek and want them," says Shukri.

MSU offers advanced degrees at MBA, MSc and PhD levels covering Management, Business, Accounting, Finance, Educational Management and Leadership and Education (TESL), Computer Science, Information and Communication Technology, Food Service Technology, Biomedicine, Engineering, Applied Science, Biomedical Sciences, Information Technology, Pharmacy and Clinical Pharmacy. These programmes are offered under the School of Graduate Studies (SGS) and Graduate School of Management (GSM).

Shukri, who is optimistic and constructive in his approach to life, proudly shares the journey of the university.

"In the past 36 years, indeed we have had four major defining milestones. Firstly, we managed to build the public perception of that we are - an institution of high quality. Secondly, we were one of the biggest private colleges at that time, was first in the country to have ever received the LAN accreditation. Our third defining moment was our transformation from a college into a university college. The fourth was the upgrading of our status to a full-fledged university," explains Shukri.

In 2009, the educational institution started to project a new image and brand as a Tier 5 Excellence rated University. Under the Rating of Higher Education





image:
An aerial view of MSU campus in Seksyen 13, Shah Alam

“MSU CHAMPIONS IN BECOMING AN INDUSTRY-EMBEDDED UNIVERSITY WHERE OUR STUDENTS GET TO EXPERIENCE REAL-LIFE SITUATIONS AS PART OF THEIR LEARNING EXPERIENCES IN MSU TO BETTER PREPARE THEMSELVES ONCE THEY GRADUATE”

Institutions in Malaysia (SETARA), accorded twice to MSU by the Ministry of Higher Education of Malaysia (MoHE) has helped propelled MSU to be as one of Malaysia's best.

“We are a serious player in the market – our aspirations have always been about building a quality institution. Our achievements thus far are testimonies that we are quality driven,” expounds Shukri.

Under his leadership, MSU rose from once humble beginnings over the last 36 years before emerging as the nation's most popular choice for graduate employability rates among employers today. Tracing those that were successful in securing an employment within six months of their graduation, MoHE graduate tracer strategy study indicates 98.6 per cent of MSU graduates with the achievement.

“We have a high graduates' employability rate, the highest among all universities in Malaysia,” says Shukri.

Such are compelling words that jive well with education seekers who prefer higher learning institutions which generate graduates who are work-ready.

A Holistic Approach to Education, to Life

When asked about the MSU Learning Experience, speaking from the heart, Shukri believes that it is what differentiates the institution from the rest.

“Here in MSU, we are committed in producing quality graduates. We invest in building the right ecosystem to create holistic well-balanced and well-rounded graduates. Prioritising quality education, MSU incorporates 21st century learning in the teaching delivery focused on producing holistic graduates. The incorporation of global mobility programmes, extensive industrial training components into students' learning experiences ensure the highest standards of impactful innovation, employability, and industrial relevancy of MSU graduates. The programmes are designed to stimulate learning and revisit learning as an experience through the inclusion of elements such as critical thinking, collaboration, communication and creativity.

The materials are presented in a user-friendly manner and the lessons are graphic, dynamic and interactive, making the learning experience a pleasurable one as it feels exciting and like more of an adventure as opposed to the monotony of traditional classroom learning.



MSU integrates the global elements in educational innovations. Real world scenarios are adopted into classroom learning experience. Strategic thinking and thought-provoking case study expose and equip students with practical problem solving abilities. All modules are rigorously designed with strategic industrial and corporate input, an opening vignette to major events and real-world issues.

“MSU champions in becoming an industry-embedded university where our students get to experience real-life situations as part of their learning experiences in MSU to better prepare themselves once they graduate,

“We push our students to all corners of the world through our Global Mobility Programme. This programme helps to ignite the competitiveness in our students,” says Shukri.

Coupled by programmes, educators and infrastructure designed to attract foreign students, this exemplar private institution of higher learning is one of the pillars that is raising the nation as an education hub in the world.

“We have students from 41 countries around the world to be part of the learning experiences we offer. This further enriches the culture diversity of our teaching and learning eco-system,” says Shukri.

As an educator himself, the brand-definer cannot help but emphasise more on the importance of teaching quality to improve learning experience on the whole. Teaching, in essence, the wise impartation of knowledge and skill, passed from the learned to the learner, with the hope that the transition flow does not simply end there.

Due to the state of flux within business and management communities, top management must adapt rapidly to stay competitive, relevant and strategically positioned to tackle global trends by possessing the relevant post-graduate qualifications.

“When we first started, getting quality staff was the most challenging task. But as all hard work pays off, today MSU is home to highly-qualified academic staff who have been with us for many, many years,” expounds Shukri.

Truly, the quest for greater education never ends, and MSU champions the essence of this notion. It is quite apparent at this juncture that the super brand that is MSU is in constant motion – fluid and malleable to change, but always staying sharp and ahead of its time.

MSU: Creating an Entrepreneurship Powerhouse

The university is savvy in how it can use its strengths synergistically to not only carry out its main business of education proper, but create a greater impact in society at the same time with readily available resources.

Shukri also pushes through with the development of human capital by providing relevant exposure and entrepreneurship skills to his students, thus elevating MSU's position and graduates to have a higher expectancy of employability.

Understanding how entrepreneurship play a pivotal role in shaping successful graduates, top working force, and ultimately the nation, this leading education brand also organises Entrepreneurship courses and programmes.

The establishment of the Leadership & Entrepreneurship Advancement Institute (LEAD), which aims to serve as a platform to support budding young entrepreneurs through allocation of seed grant, a holistic framework and integrated infrastructure nurtures the culture of entrepreneurship and leadership eco-system within MSU.

“GLOBALISATION IS HAPPENING AND IT IS THE FUTURE. THUS WE ARE WORKING TOWARDS OUR VISION IN TRULY BECOMING A GLOBAL UNIVERSITY THAT IS ROOTED WITH MALAYSIAN VALUES. WE ARE ENGAGING SOME PLANS IN OPENING OFFSHORE CAMPUSES AND BRANCH OFFICES AROUND THE WORLD. FOR 12 YEARS NOW WE HAVE HAD A MEDICAL CAMPUS IN BANGALORE, THE FIRST MALAYSIAN PRIVATE UNIVERSITY ON INTERNATIONAL SHORE. CURRENTLY, WE HAVE SUCCESSFULLY OPENED THREE CAMPUSES OVERSEAS.”

Such a benevolent endeavour clearly showcases the ingenuity of MSU when it comes to innovation – all the while keeping things within the scope of learning.

“As a university, among the areas we are very strong in, community engagement and entrepreneurship programmes. As you may know, MSU is the Best Entrepreneurial Private University (MEA 2016 award) in the country,” reiterates the Brand Champion.

He added the university had built a comprehensive ecosystem for entrepreneurship that involved students, lecturers and community engagement, across all programmes of study.

“Our entrepreneurship programme is compulsory for diploma and degree students, regardless whether they are studying business or medicine. Besides that, we also blend our learning experience with Personal Enrichment Competencies (PEC) for graduates. Through PEC students’ soft skills are nurtured and enhanced,

“It is also in line with the Malaysia Education Blueprint 2015-2025 (Higher Education) to create holistic, entrepreneurial and balanced graduates, as well as to enhance technical and vocational education and training (TVET) programmes,

“We are even committed to address the Industry 4.0 learning environment as part of our effort to continue to stay relevant,” says Shukri.

As a successful entrepreneur himself, Shukri encouraged students to be brave and advised them to be distinctive in order to succeed in their fields.

Collaborative undertakings with the Higher Education Ministry’s Polytechnic Education Department (JPP) initiated MSU and JPP Innovative Biz Idea and Biz Plan Challenge (IBPC) 2015, a competition seeking to unearth budding entrepreneurs from 33 Malaysian polytechnics and a private university. The competition aimed to create a culture of entrepreneurship, provide exposure and knowledge on various aspects of entrepreneurship, as well as develop creative and innovative entrepreneurs of the future. The competition focused on five elements, namely service and product, Internet-based businesses, shared services and outsourcing, creative multimedia content, and ICT services.

“We want to create job seekers and job creators, among our graduates,” says Shukri.

This is MSU’s drive, heightening the awareness with regards to the scope and parameters of education; simultaneously pushing the limits of perception concerning learning from what it currently is to what it ought to be; simultaneously thinking outside the box in every available opportunity.

Multi-vantage Perspective: How MSU has Impacted Lives

The charisma of education protrudes universally, siphoning every aspect and transcending the orbit of teaching. And this would mean impacting the world through education even before students reach tertiary education level. Such an approach would mean future professional course students will readily possess a firm foundation grounded in up-to-date knowledge.

When asked about the future undertaking of this evolving university, Shukri shares:

“Globalisation is happening and it is the future. Thus we are working towards our vision in truly becoming a global university that is rooted with Malaysian values. We are engaged in opening offshore campuses and branch offices around the world. For 12 years now we have had a medical campus in Bangalore, the first Malaysian Private university to have its medical school in an off-shore set up. Currently, we have three campuses overseas.”

Adding to the physical development of MSU campus in Malaysia, which will include the MSU Medical Centre and the MSU: *The Residence*, Shukri says that both new developments are anticipated to provide modern and well-equipped facilities for the MSU fraternity. The MSU Medical Centre will provide clinical training facilities for medical students as well as be the first such privately owned facility by a private university.

“We are the first private university in the country to build our own teaching hospital. We are completing the final phase of the development this year. In this year, too, we have recently completed the residential apartment block to house approximately 3000 of our international students,

“We are optimistic that the university’s initiative will help spur medical and health sciences to a greater height,” says Shukri.

In 2010, MSU became the first non-Japanese university to receive accreditation from the Alliance of Business Education & Scholarship of Tomorrow (ABEST 21) of Japan. Since then, MSU has served as a board member for this Japanese based accreditation agency.

MSU leads the Asean Scholars on International Education Network (Ascien) -a non-profit academic collaboration between four other universities in the region, specifically Bogor Agricultural University from Indonesia, Thammasat University (Thailand), SEAMEO-RETRAC (Vietnam); and University of Philippines Manila (the Philippines).

Ascien seeks to promote mobility, credit transfers, quality assurance and research clustering among students, besides harmonising regional communications, networking and professionalism as a roadmap to the setting up of a



Shukri receiving The BrandLaureate BestBrands Awards 2016-2017: BestBrands in Education – Leadership & Human Capital D



image:
Shukri with participants from MSU during the ASEAN Young Women Leadership Programme

“MSU CHAMPIONS IN BECOMING AN INDUSTRY-EMBEDDED UNIVERSITY WHERE OUR STUDENTS GET TO EXPERIENCE REAL-LIFE SITUATIONS AS PART OF THEIR LEARNING EXPERIENCES IN MSU TO BETTER PREPARE THEMSELVES ONCE THEY GRADUATE. WE PUSH OUR STUDENTS TO ALL CORNERS OF THE WORLD THROUGH OUR GLOBAL MOBILITY PROGRAMME. THIS PROGRAMME HELPS TO IGNITE THE COMPETITIVENESS IN OUR STUDENTS.”

definitive regional guideline. To leverage its connections and key resources, Ascien is set to further gather the collective powers of governments, corporations, academic institutions and communities through a series of profile-raising activities and membership drive slated between 2016 and 2019.

Meanwhile, a Memorandum of Understanding (MOU) was signed at MSU recently which marks the establishment of Ascien as another regional drive among higher education in the Asean region. With an aim to present Asean as a hub provider for international higher education, Ascien is committed to support the internationalisation of higher education within the region.

Shukri's vision towards the internationalisation of the MSU perspective of education has led to MSU being associated with various international organisations. Among these are the Association of Commonwealth University, ACU (UK), Association of Asia-Pacific Business School, AAPBS (NZ), Federation of the University of the Islamic World, FIUW (Morocco), Association for the Study of Medical Education, ASME (UK), Association for Medical Education in Europe, AMEE (UK), Counsel for the Advancement & Support of Education, CASE (USA), the Accreditation Services for International Colleges, ASIC (UK), the European Association for International Education, EAIE, University Industry Innovation Network UIIN, Association of International Educators NAFA, the International Council on Hotel, Restaurant and Institution Education, CHRIE, International

Association of University Presidents IAUP, European Foundation for Management Development, EFMD and the Association of Advance Collegiate Schools of Business, AACSB.

Through consistent pursuit in nailing excellence in education, MSU has received many accolades from local and international agencies. Among them are recognition as The Most Entrepreneurial Private University from the Ministry of Higher Education and obtaining five-star ratings in QS 2016 for teaching, employability, facilities, social responsibilities and inclusiveness. And the string of achievements is certainly not destined to stop there.

On the international front, it received a Five Star rating by Quacquarelli Symonds (QS), excelling in areas of Teaching, Employability, Facilities, Social Responsibility, and Inclusiveness.

Being an educator at his core, Shukri emphasises that students' learning experiences that is holistic as a way to meet market demands. And this is part of the reason why he believes in encouraging students to pursue charitable endeavors.

“We have transcended beyond just being a university at MSU. We make sure that we produce graduates with values and who would give back to the society,” says Shukri.

Immortalizing the MSU Brand via the Spirit of Giving Exponentially

Delving a little deeper into the spirit behind the sharing and impartation of knowledge and skills in the desire to make the world a better place from a more informed viewpoint or stance. Where in most instances students are equipped to decide to assist in the ongoing quest of changing the world for themselves, MSU is an exception to the general rule – regardless of the vantage point – not escaping the eyes of the world due to its transformative nature.

As Shukri believes in providing equal access to education, the MSU Foundation spends more than three million yearly on continuing education, aside from awarding scholarships schemes valued over RM60 million (Merit Scholarships for students with outstanding academic achievement and Financial Aid Scholarships to deserving students who require financial assistance).

MSU Foundation places Community Engagement as a priority by giving back to society via its CSR programmes that support and contribute to various causes and charitable organizations through numerous fundraising events and activities. Under his stewardship, MSU fosters a sophisticated and socially responsible network among their students by constantly engaging with local and international communities, industries, and even schools. The institution creatively carries out regular blood donation drives, charity drives, visit to refugee schools, setting-up of its own orphanage home – Darul Sakinah, visits to children's homes, visiting the sick and numerous other outreach projects. This engagement has successfully cultivated excellence among pupils, such as the joint project with Ministry of Education Malaysia in developing a leadership training programme among school



01



02



03

images:
1) Orientation Week
2) Homecoming Fiesta
3) Mobility programme in Sydney

principals and in-service teachers.

Furthermore, MSU encourages students to work with the indigenous people of Malaysia, orphans, environment, wellness and the urban poor, thus inculcating a positive cause of altruistic responsibilities. This will not only ensure the future graduates excel in academia, but they be armed with enhanced soft-skills and leadership qualities.

In the month of Ramadhan, as part of MSU's Ihya Ramadan annual initiatives, MSU Foundation contributes cash and kind to various orphanages and the needy through NGOs. In 2017 alone, tithe in the form of zakat distribution in three groups including 1,026 students of MSU, 5,933 students from 273 national schools, matriculation and vocational colleges as well as the underprivileged children were among the recipients.

Similar events were conducted at MSU's offshore campuses including those in Bangalore, Colombo, Jakarta and its education centres in Kazakhstan, Myanmar and Vietnam, as well as at countries such as Syria, Palestine, Sudan and the Rohingyaas.

Endeavours such as organizing dedicatory events not only benefit the needy, but function as a real-time learning experience for the participants. At the end of the day, this 'renewed perspective' can instill a sort of unexplainable motivation to make the world a better place.

The philanthropist who strongly believes that 'what goes around will come around' urges that a more sensible approach be taken towards the realization of a developed nation – one that is more comprehensive – rather than the narrow one focusing on earning average as presently suggested.

This sends out positive vibrations, particularly in the areas where the ailments are uncommon and do not have the benefit of numbers to siphon help from the authorities on a more sustainable level. Truly, this is a brand that is doing its part to nurture the nurturers, and in the long run, benefits education and the nation as a whole.

As a leader of a brand that innovates and creates its own path, Shukri, who first set up MSU in 1981, gives his take on 'branding' as he sees it:

"Our reputation is our branding. Our challenge is managing people's perception of the institution - and this is what our branding is all about. We ensure that our brand engages intellectually and emotionally with our stakeholders - our



images:
1) MBR The Largest Simultaneous Participation In A Health-Screening Session
2) MSU Summer Programme with the International University of Health and Welfare (IUHW) Japan.

3) MBR The Most Number of Basketball Shootouts Score from Throw Line
4) MSU Walk for Syria

“OUR REPUTATION IS OUR BRANDING. OUR CHALLENGE IS MANAGING PEOPLE’S PERCEPTION OF THE INSTITUTION - AND THIS IS WHAT OUR BRANDING IS ALL ABOUT. WE ENSURE THAT OUR BRAND ENGAGES INTELLECTUALLY AND EMOTIONALLY WITH OUR STAKEHOLDERS - OUR STUDENTS - BY DELIVERING QUALITY PROGRAMMES, YEAR IN AND YEAR OUT”

students - by delivering quality programmes, year in and year out,

"How do we know that we have successfully built a good reputation? Look at the employability figure of our graduates – ninety-eight point six percent is considered the highest among Malaysian universities. We have siblings from families studying here and in particular a family with seven children who are all MSU graduates This is the best kind of reputation to have for an educational institution," says Shukri.

The MSU brand skyrockets in terms of visibility and continues to have a cumulative positive impact on the country; and when touching on the attainment of a developed nation status, Shukri hopes that MSU continues to become one of the pillars of higher education in the country. His strong commitment has made him deem worthy of the TheBrandLaureateBestBrands Awards

2016-2017: BestBrands in Education – Leadership & Human Capital Development.

Shukri closes with this statement in mind, "I love what I do and I have always done what I love, which is education. The reason being is that I am always happy when I see my students attain success. I guess that is also the reason why MSU is where it is today as it has always come from the love for education that I have in me."

Such are the resonating words of a respectable man who has opted to do good in order to be the change that makes a difference and inspire change in order to make a difference, simply through the power of education.

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!

DAVID BRUCE CASSIDY

The BrandLaureate Legendary Award

David Cassidy is an inspirational entertainer of close to five decades who has soothed many a soul and in his own unique way, defined showbiz to an extent during his halcyon days. Having shone as a rousing heartthrob during the prime of his years, he has now grown to become an inspiration to those who struggle to deal with latter-year challenges such as Alzheimer's and Dementia; not to mention folks aspiring to age gracefully, come what may.

BARRY ALAN CROMPTON GIBB, CBE

The BrandLaureate Legendary Award

Barry Gibb's legacy is one that is both pacesetter and pioneering, catalysed by the relentless spirit he has displayed, in spite of the immensely trying times in the early days when he was endeavouring to get the ball rolling in different continents. As a singer, songwriter and record producer blessed with a high-pitched falsetto singing voice that resounds across the evergreen plains of ageless immortality, gliding ahead of his time, exuding groundbreaking and revolutionary foresight in his music and song writing ventures throughout the years, evolving his band from the Rattlesnakes to Bee Gees.



BRUCE DAVEY

The BrandLaureate Legendary Award

Bruce Davey is one of Hollywood's leading producers, his films has indeed been most entertaining and delightful to many. Over the past three decades, many of his films have enjoyed box-office success and won international claim, including several Oscars. His production of blockbuster films such as Braveheart (1995), Apocalypto (2006), Passion of Christ (2014) and Hacksaw Ridge (2016), which were stunning, bold and different; but carry a powerful message that is still relevant to this day and age, to help reflect on the core values of faith, hope, courage and dignity as exemplified by the main characters.

LARRY KING

The BrandLaureate Hall of Fame - Lifetime Achievement Award

Larry King is a renowned talk-show host on TV ever whose name is tantamount with television and radio broadcasting, with a success story that is indeed ready to inspire. In his long and successful broadcasting career, he has conducted more than 40,000 interviews and even became the first individual to host 'sit-downs' with most U.S. Presidents since the time of Gerald Ford. In a career spanning five decades, he has become legendary, by quizzing high-profile guests such as Madonna, Tony Blair, George H.W. Bush, Bill Clinton, Elizabeth Taylor, Margaret Thatcher, Barbara Streisand and Malcolm X, to name a few.

JOHN & DORIS NAISBITT

The BrandLaureate Legendary Award - Couple

Widely acknowledged as the World's Leading Futurist, Naisbitt first developed the concept of high tech, high touch in his 1982 bestseller, Megatrends. While Doris Naisbitt is highly regarded as a leading observer of global social, economic and political trends. Specializing in the area of futures studies, Naisbitt has had a profound influence on leading modern day futurists. Author of Megatrends, co-author of Global Game Change, How the Global Southern Belt Will Reshape Our World, he has been in the limelight of the publishing world since Megatrends. As a New York Times number one bestseller for almost two years, it was one of publishing's greatest success stories, selling more than 14 million copies in 57 countries.

LIONEL ANDRÉS "LEO" MESSI

The BrandLaureate Legendary Award

Often considered the best player in the world and regarded by many as the greatest of all time, Lionel Messi is the only player in history to win five FIFA Ballon d'Or awards, four of which he won consecutively, and the first to win three European Golden Shoes. He is indeed an exceptionally multi-faceted athlete and indeed one of the greatest footballers in history.

MANUEL PETER NEUER

The BrandLaureate Legendary Award

As one of the very few exceedingly talented footballer, Manuel Neuer profound skill and experience have brought him afar to becoming one of the most notable sportsmen. As the current holder of the IFFHS World's Best Goalkeeper award, he has been described as a "sweeper-keeper" because of his unique playing style and speed when rushing off his line to anticipate opponents. Regarded by pundits as the best goalkeeper in the world and as one of the best and most complete goalkeepers of all-time, Neuer won the 2014 FIFA World Cup with Germany as well as the Golden Glove award for being the best goalkeeper in the tournament, and he is considered by some in the sport to be the best goalkeeper in football since Lev Yashin.



MIROSLAV JOSEF KLOSE

The BrandLaureate Legendary Award

A prolific goalscorer, Miroslav Klose was a large and powerful striker, who were known in particular for his ability in the air as a centre-forward, due to his strength, timing, elevation, and heading accuracy, as well as his finishing ability. Klose has been particularly successful in World Cups with 16 goals across 4 tournaments and is the highest goal scorer at the tournament. In addition to that, he has also achieved the distinction of being the highest ever goal scorer for the German national team by netting a total of 71 goals and breaking German legend Gerd Muller's record.

PROFESSOR SHUJI NAKAMURA

The BrandLaureate Legendary Award

Professor Shuji Nakamura is the inventor of the blue light-emitting diode (LED), that led to the major breakthrough in the world of lighting technology. In 2014, he has been awarded the Nobel Prize in Physics which proved that his invention of the LED will not be for what it is today if not for his strong will to make it happen.

KATRINA WEBB

The BrandLaureate Brand Personality Award

As an Australian sporting legend, Katrina Webb is no stranger to a Gold medal podium or a star-lit stage. She has received awards and medals most athletes only dream about. She had won two Gold medals, and a Silver medal in Atlanta 1996 and at Sydney 2000 went on to win a Silver and Bronze medal. At Athens in 2004 she won another Gold Medal in the 400-metre sprint and set a new Paralympic record. Today, her running career is in the past, but her passion for helping others perform at their best continues to be her greatest inspiration. She is the founding Director of Silver 2 Gold High-Performance Solutions, and as a professional speaker she has impressed audiences at an International level.





CAPT IZHAM ISMAIL IS NEW MALAYSIA AIRLINES GROUP CEO
Malaysia Aviation Group and Malaysia Airlines Bhd announced Captain Izham Ismail as Executive Director and Group Chief Executive Officer (GCEO) designate with immediate effect. Captain Izham is currently MAS chief operating officer (COO).

To ensure a smooth transition, a Board Executive Committee will be in place for up to six months. It will be led by Chairman Tan Sri Md Nor Yusof and will include Board members Tan Sri Krishnan Tan Boon Seng, Tan Sri Zamzamzairani Isa and Sheranjiv Sammanthan.

Captain Izham will assume the role of GCEO on December 1, 2017 upon the departure of Peter Bellew, who is currently on administrative leave, MAS said in a statement.

Captain Izham has 38 years of experience in the aviation industry, having started his career with Malaysia Airlines as a pilot in 1979. As GCEO, Captain Izham will be supported by a strong senior management team comprising Chief Financial Officer, Omar Siddiq; Chief Commercial Officer, Arved von zur Muehlen; Chief information Officer, Tan Kok Meng and Executive Counsel, Nik Azli Abu Zahar



BANKS IN MALAYSIA INVEST IN MOBILE BANKING APPS, SAYS HSBC
Banks in Malaysia have been investing in mobile banking application (apps) for the last two years, says HSBC Bank Malaysia Bhd. In a statement, HSBC

said, this included changing to native apps, adopting SamsungPay and chatbot.

“Banks are also adopting artificial intelligence such as IBM Watsons to handle customer queries and recommend products and are investing in alternative security identification (ID) such as touch ID, voice ID and facial recognition,” it said.

HSBC said Malaysia was one of the founding members of the Association of South-East Asian Nations (ASEAN) and it was primed for a digital future.

“As ASEAN turns 50 this year, the growing importance of digital innovation will shape the next wave of economic development,” it said



MIDF SETS ASIDE RM200M LOANS FOR AUTOMOTIVE SECTOR
Malaysian Industrial Development Finance Bhd (MIDF) is setting aside RM200 million between 2018-2020 to fund an expected 120 companies. MIDF Managing Director Datuk Mohd Najib Abdullah said the launch of the MIDF-MAI Industry 4.0 development programme will help spur growth of automotive parts and components manufacturers.

“Through this strategic collaboration, MIDF’s role is to provide financial assistance via our soft loan schemes,” he told reporters at the signing ceremony of MIDF-Malaysia Automotive Institute (MAI) strategic partnership.

Mohd Najib said MIDF had assisted the automotive sector by financing RM544.8 million through 144 loans since 1966, and assisted 10,598 local companies with total loans approved of RM13.9 billion since its inception.

“MIDF’s financial assistance programme is aimed at establishing

or expanding businesses involving the acquisition of fixed assets such as land for the construction of industrial and commercial buildings, ready-built industrial or commercial buildings, plant, machinery and equipment, as well as provision of working capital requirement,” he said.

The financing would provide avenue for local companies to be able to compete competitively with its low financing rates of 4 per cent per annum for small and medium enterprises (SMEs) with highest financing repayment of up to 10 years for machinery or equipment financing with grace period of up to three years



AGRO-BASED INDUSTRY PROVIDES BUSINESS OPPORTUNITIES FOR WOMEN
The agro-based industry provides opportunities for women to venture into business to strengthen the household economy, said Deputy Agriculture and Agro-based Industry Deputy Minister Datuk Seri Tajuddin Abdul Rahman.

“The ministry, through its Agro-based Industry Division, is always open to provide support services that involved training to enhance the capacity of women to become entrepreneurs,” he said.

The seminar, which attracted 556 entrepreneurs, is aimed at encouraging women to venture into agricultural-based sector. Tajuddin said women should eradicate the attitude of ‘do not know what business to undertake’ and ‘shy to do business’.

“For businesses, there is no need to think of big capital only, instead, one can start to become a nasi lemak supplier to a nearby restaurant or shop. If in the day we can supply 50 nasi lemak packages of RM1.50 for a restaurant ... try to imagine the nasi

lemak is supplied to 10 restaurants or diners a day,” he said.

He said small-scale businesses could be expanded through various loan facilities provided by agencies under the ministry, among them the National Entrepreneurial Group Economic Fund which has helped over 300,000 entrepreneurs since its inception in 1998



HONDA MALAYSIA ANNOUNCES APPOINTMENT OF NEW CEO
Honda Malaysia Sdn Bhd had announced the appointment of Toichi Ishiyama as its new managing director and chief executive officer (CEO), following the departure of Katsuto Hayashi. Ishiyama, who is currently the president and CEO of Honda Atlas Cars (Pakistan) Ltd will assumed office in Malaysia on 1 November.

With more than 20 years of experience in researching markets and product planning, Ishiyama’s forte is an advantage towards ensuring that Honda Malaysia continues its strong momentum as the No.1 Non-National Vehicle Brand and No.2 in overall Total Industry Volume (TIV).

The outgoing Hayashi had successfully strengthened Honda Malaysia’s position as the No.1 in Non-National segment and No.2 in overall TIV and in the process, also attained No.1 position in terms of market share among Honda automobile operations worldwide in some of those months.

The company achieved the highest local market share in history in March 2017, at 20.5 per cent. Honda Malaysia recorded 100,000 sales units in the fiscal year of April 2016 to March 2017 as well celebrated its historical 600,000th production unit under Hayashi’s watch



MALYSIAN F&B FIRMS ATTRACT BUYERS IN THE EU
Malaysian food and beverages (F&B) exhibitors recorded RM71.7 million worth of sales during the recently held trade fair ANUGA 2017 which took place in Cologne, Germany. According to the Malaysia External Trade Development Corporation (MATRADE), this figure represented an increase of 5.8 per cent from the RM67.77 million recorded back in ANUGA 2015.

A total of 34 Malaysian exporters had participated in the trade fair that took place from 7 to 11 October 2017. The exporters were also able to showcase their innovative and award winning products to 6,500 potential business partners from over 100 countries and to more than 160,000 trade visitors from 180 countries, while situated at the Malaysia Pavilion.

“The increasing consumer awareness in nutrition value and healthcare has created a demand for functional food, healthy processed food and organic food in the European continent. These are the areas our exporters can capitalise on when exporting F&B to Europe,” said MATRADE Frankfurt’s Trade Commissioner, Badrul Hisham Hila. According to Badrul, Germany is Malaysia’s largest trading partner in the EU and MATRADE is optimistic that the continued participation in trade fairs around the region will facilitate Malaysian exporters’ F&B exports to the EU.



FINANCIO AND MICROSOFT TO HELP SMES MODERNISE THEIR BUSINESS
Financio, a wholly-owned entity within Asian Business Software Solutions Sdn Bhd (ABSS) has signed a strategic agreement with Microsoft to empower

micro small medium enterprises (SMEs) in Malaysia and accelerate their digital transformation journey.

As part of this partnership, Microsoft will offer Office 365 as a complimentary service for Financio’s current customers to enhance competitiveness and modernise their business operations. The free cloud-based automated accounting software is designed for start-ups, small business owners and non-accountants, and it will be the first freemium accounting application in Malaysia that has adopted Microsoft cloud services.

Financio provides companies access to a secure solution that tracks business finances effortlessly by leveraging Microsoft’s cloud solutions. Microenterprises will be able to migrate their accounting portfolio to a more secure, stable and agile cloud platform with an uptime of 99.5 per cent.

Through ‘Financio Connect’, businesses can also collaborate seamlessly and share documents on the platform. Start-ups and micro SMEs can expect to save at least 100-man hours and RM2,000 a year by moving from spreadsheets to accounting automation, the statement added



MALAYSIA CAPTIVATES JAPANESE CONSUMERS THROUGH AEON TASTE OF MALAYSIA
Shoppers to the AEON Makuhari Shintoshin Mall, the largest shopping mall in Japan, were treated to a spectacular taste, sight and sound of Malaysia at the AEON Taste of Malaysia Fair. The three-day fair was launched by Domestic Trade, Cooperatives and Consumerism (MDTCC) Minister Datuk Seri Hamzah Zainuddin.

It showcased a wide variety of products by Malaysia’s homegrown brands such as AEON private label, TopValue, Ayam Brand, Teh BOH, isotonic drink 100 Plus and Royal Selangor. Visitors at the fair

also had the opportunity to savour Malaysia’s favourite food such as nasi lemak, roti canai and fresh coconuts.

The programme, which is into its fifth year, is a joint collaboration between AEON Co (M) Bhd and MDTCC, aimed at supporting Malaysia SME to expand their market, especially halal food products to Japan.

Besides at AEON Makuhari, AEON Taste of Malaysia Fair, is held simultaneously at four other AEON stores in Tokyo, namely AEON Kasai, AEON Shinonome, AEON Style Himonya and AEON Style Minamisuna. A total of 219 food and non food products by 30 Malaysian companies were showcased at the fair this time. Apart from product sales and sampling, cooking demonstrations, visitors were also enthralled with Malaysia’s multicultural traditional music and dances



SME CORP AIMS TO SET UP NATIONAL TUBE ASSOCIATION NEXT YEAR
SME Corporation Malaysia aims to set up the National Bumiputera Youth Entrepreneur Tunas (TUBE) Association next year, said its Chairman, Tan Sri Ir Dr Mohamed Al Amin Abdul Majid.

He said the establishment would be done by merging all 10 state TUBE associations to facilitate the process of monitoring, managing and giving financial assistance to ensure success for the participating youth entrepreneurs.

“This is also aimed at maintaining the bonding among the alumni since TUBE was started in 2014. The number of youths who have benefited from this programme was 1,436 and participation has increased every year.

“Those who were selected will undergo bootcamp training for three weeks with entrepreneurial learning modules and field work practical training to equip themselves with entrepreneurial knowledge, perseverance, teamwork

and strategic thinking. In business, close relationship between friends are important and the establishment of this association enables them to maintain the ties during training and encourage new participants to share experience with TUBE alumni



MAYBANK ISLAMIC NAMED THE BEST GLOBAL ISLAMIC FINANCIAL INSTITUTION
Maybank Islamic Bhd has emerged as the Best Global Islamic Financial Institution, its first ever, at the Global Finance Awards 2017. It was also recognised as the Best Global Sukuk Bank and Best Global Provider of Shariah-Compliant Short-Term Investments – the bank’s second consecutive wins in both categories.

The largest Islamic bank in terms of total assets in Asean was also named the Best Islamic Financial Institution in Asia Pacific, and it also clinched the country awards for Malaysia and Singapore.

Maybank group head, Islamic Banking and Maybank Islamic Chief Executive Officer Datuk Mohamed Rafique Merican the awards are recognitions of the commitment and capability demonstrated by the Maybank Group and Maybank Islamic in pursuing its Global Islamic banking leadership aspirations.

He attributed the Group’s adoption of Islamic First strategy has led to Maybank Islamic being recognised globally as one of the leading financial institutions in the industry. It is the sixth consecutive year Maybank Islamic has won the Best Islamic Financial Institution Award in Malaysia since 2012, and also the fourth time it has been named best in Singapore from Global Finance, the official media partner of the IMF/World Bank 2017 annual meetings



TESLA TO BUILD WHOLLY-OWNED SHANGHAI PLANT

Tesla has reached an agreement with Shanghai authorities that would make it the first foreign automaker to build its own plant in China, putting it in the driver's seat in the world's biggest electric-vehicle market.

The Silicon Valley electric carmaker's wholly-owned manufacturing facility would be built in Shanghai's free-trade zone, the Wall Street Journal said, quoting unnamed sources with knowledge of the deal, and could allow Tesla to dramatically lower the cost of its cars in China.

China usually requires foreign automakers to set up joint ventures with local Chinese partners, which involves splitting profits and giving away some technology, though they also avoid import tariffs.

China's electric-vehicle market is already the world's largest and is expected to continue growing fast, especially since the government plans to require that all automakers' sales include a certain percentage of electric vehicles from 2019.

Beijing is also mulling plans to ban fossil-fuel burning cars by an unspecified date, following decisions by France and Britain to outlaw the sale of such vehicles from 2040 to limit emissions.

Tesla had said that it was in talks with the Shanghai government and that it would detail its China manufacturing plans by the end of the year. More than half a million "new-energy" cars were sold in China last year, and the government is targetting sales in the millions in coming years

— AFP



ITALY'S GIORGIO ARMANI DETAILS SUCCESSION PLANS, SEES 5 PERCENT FALL IN REVENUES

Italian veteran designer Giorgio Armani said that under his succession plans part of his fashion empire will be transferred to a foundation he has recently created in his name and that his heirs will hold the remaining stakes of the group.

In an interview with Corriere della Sera daily, Armani said it took 5 years to figure out "the right architecture" for his succession, but still did not say who would replace him at the helm of the company.

The 83-year old entrepreneur said that sales at the group, Italy's second biggest fashion house after Prada, will fall by 5 percent both this year and next and will start growing again from 2019—

REUTERS



APPLE TOPS LIST OF INTERBRAND'S BEST 100 GLOBAL BRANDS

Some brand values remain strong or continue to change. Others appear on the scene or create a revamped image. For over 18 years, global brand consultancy Interbrand has been tracking and ranking brand values. As such, their research has helped determine what makes brands important in the eyes of customers and investors.

Apple topped the list followed by Google and Microsoft. Apple and Google have now held these positions for five consecutive years. In the last year, though, both their brand values

have continued to increase. While Apple's brand value grew by three per cent, Google's brand value increased by six per cent.

Microsoft grabbed the third spot on the list after achieving double-digit brand value percent growth. Jeff Hansen, General Manager of Branding for Microsoft notes the company is pleased with their position on the list. "We are excited and humbled to see Microsoft recognized again as one of the Best Global Brands. Our employees around the globe are obsessed with finding ways to empower people and organizations to transform in an increasingly digital, connected and rapidly changing world. Our brand value is a testament to our customer obsession and the amazing things our customers accomplish every day

—FORBES



INTERCONTINENTAL IS BRINGING TWO NEW HOTEL BRANDS TO ASIA

U.K.-based InterContinental Hotels Group announced it is planning to bring two of its hotel brands to China and Asia Pacific in an attempt to capture new breeds of consumers — the wellness enthusiasts and the wealthy.

The new brands are Kimpton Hotels and Restaurants, a luxury boutique chain that operates mostly in the United States, and Even Hotels, which focuses on incorporating health and wellness into the travel experience.

Bringing the high-end Kimpton label to China and Asia Pacific makes sense given the speedy pace at which InterContinental's business in those regions is growing, the multinational hotel group's CEO, Keith Barr said,

"As urbanization moves out further,

you're seeing these markets have incredible demand for hotels across the entire chain scale from luxury down to mainstream," he added.

Even Hotels also "fits right into that sweet spot" of China's new policy focus on health, wellness, tourism and resorts, according to Barr.

Kimpton will open in three new locations — Shanghai, Sanya, a city in China's Hainan province, and Bali in Indonesia. Even Hotels, meanwhile, is coming to China—

CNBC



COACH INC. IS CHANGING ITS NAME TO TAPESTRY TO REFLECT ALL THREE OF ITS BRANDS

Coach Inc. is changing its name to Tapestry Inc. to reflect the company's broader brand umbrella. The New York-based luxury company, most famous for its designer leather handbags, acquired Kate Spade New York last summer for US\$2.4 billion, along with the shoe and accessory company Stuart Weitzman in May 2015 for \$574 million.

"Following the acquisition of Stuart Weitzman and later Kate Spade, we've evolved into a multi-brand organization," said Coach Chief Executive Officer Victor Luis. "With that evolution we made the decision to change our corporate name to Tapestry Inc. with the objective to create a platform for our shared values and to avoid any confusion between the company and any specific names and the belief that the brands would meld together."

As the company becomes a collective house of high-end products, Luis confirmed that all of the brands will retain their individual names.

"The Coach and Kate Spade and Stuart Weitzman brands are very distinct brands and entities that have consumers with different attitudes and styles," he said. "Tapestry is a name that is not rooted in any of these brands. Instead, it is expressive and representative of all three. It's truly a brand to allow employers and investors to feel like they are part of one company."

The company's long-term goals include adding more brands while preserving its upscale image. — USA TODAY



FACEBOOK LAUNCHES U.S. FOOD ORDER AND DELIVERY SERVICE

Facebook Inc launched a service through which its U.S. users can order food for take-away or delivery directly through its app or website. Facebook said it has partnered with restaurants including Chipotle Mexican Grill Inc, Jack in the Box Inc, Five Guys and Papa John's International Inc.

The company said in a blog post that it has also signed on food ordering services such as EatStreet, Delivery.com, DoorDash and Olo. Users will have to go to the "order food" section on Facebook's "explore" menu, which will show them a list of participating restaurants in the vicinity through which they can place their order.

A year back, the company has said its U.S. users would be able to order food through a restaurants' Facebook page. Facebook's shares were up nearly 1 percent in early trading on Friday. Shares of food order and delivery service GrubHub Inc dropped nearly 3 percent.

GrubHub's shares had also dropped last month after Amazon Restaurants teamed up with Olo, whose network of restaurants includes Applebee's and Chipotle.—

REUTERS



TOSHIBA SEES ANNUAL LOSS OF ALMOST \$1 BILLION AFTER TAX RELATED TO CHIP UNIT SALE

Embattled Japanese conglomerate Toshiba Corp said it now expects to slide to a net loss of nearly US\$1 billion this business year after calculating taxes related to the sale of its prized chip unit.

Toshiba, which separated out the unit in April as a prelude to a sale, said it was being taxed on the basis of assets and liabilities of the transferred business at the time of the split.

The latest forecasts, however, do not reflect expected gains from the 2 trillion yen (\$17.6 billion) sale as the deal has yet to receive regulatory approval.

Toshiba said that due to the tax impact, it expects a loss of 110 billion yen (\$970 million) in the year to March, instead of its previously forecast profit of 230 billion yen. It kept its annual revenue and other profit forecasts unchanged.

Toshiba, desperate for funds to cover liabilities arising from U.S. nuclear unit Westinghouse, agreed last month to sell the unit - the world's second biggest producer of NAND flash memory chips - to a group led by Bain Capital.—

REUTERS



JET LAUNCHES ITS OWN PRIVATE LABEL BRAND, UNIQUELY J

EWalmart's Jet.com launched its private label business Uniquely J, as it continues its push to tap urban millennials and its corporate parent fortifies its fight against Amazon.

"We're excited to introduce Uniquely J to consumers, confident that they'll

embrace the products and soon begin to consider them essential to their day-to-day shopping," said Liza Landsman, President of Jet.com.

Private label products have become a growing focus among retailers, as millennials increasingly prioritize price over brand loyalties. Brandless, a website that offers only \$3 unbranded items, launched earlier this year.

For Amazon and Walmart, private label brands are one more carrot to dangle in front of consumers, as both look to become the one stop for all goods.

Uniquely J will offer a variety of goods, including toilet paper, coffee and laundry detergent. In keeping with its focus on "metro millennials" the company has placed emphasis on items that are sustainable and on-trend with young consumers—

REUTERS



MONDELÉZ FIRST BRAND TO PARTNER WITH SNAPCHAT FOR TARGETED LENSES.

Mondelez is the first Australian brand to use a new feature from Snapchat that allows brands to target audiences with specific lenses. Mondelez has partnered with Snapchat in promotion of its Sour Patch Kids range for Halloween.

The partnership marks the first brand in Australia to use Snapchat's newest functionality - demo-targeted Audience Lenses. The new feature enables Mondelez to target individuals with a range of spooky face lenses.

To date, Snapchat lenses in Australia have only been available to advertisers for purchase as a nationwide takeover. The lens activation will run in the lead up to Halloween — targeted at people 14-24, in a campaign created in conjunction with Mondelez's media agency, Carat.

Campaigns will now be able to be

targeted based on a number of key demo factors, which Snapchat says will significantly improve precision for advertisers.

Snapchat breaks down its audience by factors including age, gender and user's viewing habits in Discover and Our Stories. The Snapchat activity is part of a wider campaign from Sour Patch Kids that includes YouTube pre rolls and ads rolled out across Instagram and Facebook.—

ADNEWS



NESTLE SPEEDS UP OVERHAUL TO COUNTER SLOWEST GROWTH IN DECADES

Nestle, the world's biggest packaged food group, is doubling spending on its restructuring this year to up to 1 billion Swiss francs (\$1 billion) to cope with its weakest sales growth in more than two decades.

Europe's largest company by market value is under pressure to improve returns from activist investor Daniel Loeb, whose Third Point hedge fund revealed a US\$3.5 billion stake in June. It must also review its business model and brand portfolio to ensure its products stay appealing to consumers who often prefer fresh, local foods to Nestle's Maggi soups or KitKat chocolate bars.

Organic sales rose 3.1 per cent in the third quarter, up from 2.4 per cent in the second, in line with analysts' expectations in a Reuters poll. Performance was helped by improved trading in Europe and Asia.

Still, Nestle forecast growth for the full year around the 2.6 per cent it generated for the first nine months, implying a slowdown in the fourth quarter and the year as a whole. Last year's sales rose 3.2 per cent. "Going forward, everyone is well advised to be cautious and you see that reflected in our expectations for the fourth quarter," Chief Executive Mark Schneider.—

REUTERS

THE DIARY

IKEA LAUNCHES PET LINE

Lurvig: Just for Design Savvy Pets



10th of October, 2017 – IKEA is well known for stocking everything you could possibly need to make a house a home (plus plenty of things that you don't need, yet somehow still end up buying). One thing they've always lacked however is a collection of furniture specifically designed for pets, but IKEA aims to change all of that with its new range called Lurvig. IKEA recently began rolling out its "Lurvig" collection of pet furniture and accessories—and your furry friends are going to want all of it.

According to the Ikea catalog, the "comprehensive" collection, which is named after the Swedish word for "shaggy," was developed by "pet loving designers with support from trained veterinarians." It contains dozens of super affordable items for both cats and dogs, ranging in price from 79 cents for a food bowl to \$54.98 for a "cat house on legs with pad." There are also brightly patterned pet bed covers, plush cushions in a variety of sizes, reflective leashes and collars, a handy pet travel bag, and plenty of toys, including a 99-cent flying disc and a cat-friendly pom-pom toy.

Additionally, many of the Lurvig products are designed to integrate seamlessly into the Ikea furniture you already have around your house. The Lurvig scratching mat attaches perfectly to the leg of the Swedish retailer's tables while, without its legs, the aforementioned luxury cat house, a smaller cat bed, and an attaching tunnel all slide right into the Kallax shelving unit.

So far, the collection is available only in Japan, France, Canada, the U.S., and Portugal, Mashable reports, but hopefully it will soon be available to pet owners worldwide. In the meantime, Ikea-loving pet parents in those lucky countries have already expressed their excitement over the collection on social media and posted photos of their dogs and cats living their best lives in their Lurvig beds.

YOUNG LIVING SCENTS

Sharing Session with Dr. Lindsey Elmore

13th of October, 2017 – Young Living Essential Oils, LC is the world leader in essential oils and has been providing the highest quality plant based products to customers for more than 20 years. Its proprietary Seed to Seal® process ensures exacting standards are met every step of the way, from seed to seal. This commitment stems from the company's stewardship toward the earth and its people all over the world.

Young Living held the Scents of Self media sharing session which focused on suiting essential oils usage to an individual's preference and need with key opinion leader Dr. Lindsey Elmore, Brand Ambassador of Young Living.

She shared on Young Living's passion for product quality, as well as facilitated a Make & Take DIY segment on how to customise and apply essential oils for personal care in daily life.

Using essential oils as natural scents is not just about taking care of your own well-being by avoiding synthetic, manufactured scents. It is an avenue for personalising and creating your scents of self which ultimately reflect

who you are at the very core. Like personal care, using essential oils is never about 'one size fits all.' Since everyone is so different in every aspect, there is really only one person who knows what you want and need – you.

In the journey of developing a sense of one's self and needs, be it physical, mental or emotional aspects, scents are an integral part of this process. Quality essential oils in itself contain natural, unmanufactured scents from its essence, providing benefits in all aspects beyond the olfactory satisfaction. With so many individuals with different needs and preferences to cater to, Young Living, essential oils market leader, has over 80 single, unblended essential oils to choose from; not including the rest of their other essential oil blends and products.

For more information, visit www.youngliving.com/en_MY



THE DIARY

LANGHAM HOTELS & RESORTS

#1 Hotel in New York City

19th of October, 2017 Condé Nast Traveler announced the results of its 30th annual Readers' Choice Awards with Langham Place, New York – soon to be The Langham, New York, Fifth Avenue – being recognized as the #1 Hotel in New York City with a score of 98.22. As a result of this distinction, The Langham in New York is also #2 of The 10 Best Hotels in the U.S. and #30 out of 50 of The Best Hotels in the World.

The Langham, New York, Fifth Avenue is centrally located at 400 Fifth Avenue, between 36th and 37th Streets. Its 234 guest rooms and suites are some of the largest in the city. The Langham boasts a residentially-inspired aesthetic, topped off by a multi-million dollar permanent art collection featuring the works of Alex Katz and two luxurious penthouses and a brand-new Presidential Suite designed by French retailer Roche Bobois.

The Langham features a full-service spa and fitness center, Chuan Body + Soul, offering a comprehensive menu of skincare, massage and body treatments. Ai Fiori, a Michelin-starred restaurant from Michael White's Altamarea Group, and Bar Fiori, a destination bar and lounge, are both located on the hotel's second floor. The Langham also has the capabilities to host meetings, events and social gatherings of all sizes in The Gallery at The Langham, a full floor of function space on the hotel's third floor.

Over 300,000 readers submitted millions of ratings and tens of thousands of comments, voting on a record-breaking 7,320 hotels and resorts, 610 cities, 225 islands, 468 cruise ships, 158 airlines, and 195 airports.

The Condé Nast Traveler Readers' Choice Awards are the longest-running and most prestigious recognition of excellence in the travel industry and are commonly known as "the best of the best of travel." Under Editor in Chief Pilar Guzmán, the Readers' Choice Awards have become more selective and specific to the passions that inspire today's travelers.



HONG KONG TRADE DEVELOPMENT COUNCIL

Mega Promotion of In Style*Hong Kong

17th of October, 2017 –The Hong Kong Trade Development Council (HKTDC) is staging the mega promotion event "In Style*Hong Kong" in the Malaysian capital Kuala Lumpur to promote Hong Kong's advantages as an international business centre and a lifestyle trendsetter. By organising a series of events and engaging Hong Kong's top business professionals and leading brands, the event also seeks to strengthen collaboration between Hong Kong and Malaysian businesses and to create more opportunities.

Peter Wong, HKTDC Regional Director of Southeast Asia and South Asia, said that the Kuala Lumpur event follows two successful In Style*Hong Kong campaigns in Jakarta in 2015 and Bangkok in 2016. "As the fourth-largest ASEAN economy, Malaysia has achieved steady economic growth over the past few years," said Mr Wong. "The development and consumption power of Kuala Lumpur should not be underestimated. Trade between Hong Kong and Malaysia has always been frequent. In 2016, Malaysia was Hong Kong's 10th-largest trading partner and fourth-largest among ASEAN countries. Our campaign in Kuala Lumpur focuses on promoting Hong Kong's professional services and leading brands. Our objective is to forge wider cooperation and to generate more business opportunities for both cities."

Key events of In Style*Hong Kong include a symposium, an expo and gala dinner in early November, as well as a series of citywide promotion events that is currently underway until the end of November.

The In Style*Hong Kong Symposium will be held on 7 November at the Mandarin Oriental Kuala Lumpur. HKTDC Chairman Vincent HS Lo and Rimsky Yuen, Secretary for Justice, the Government of Hong Kong Special Administrative Region (HKSAR), will officiate at the opening ceremony. Several Hong Kong and Malaysian business leaders and government officials will also speak at the event.

The main symposium will be chaired by Professor Royce Yuen, CEO, MaLogic, who will be joined by other speakers, including Joseph Phi, President, LF Logistics; Kevin Huang, CEO, Pixels Ltd; and Nicholas Ho, Deputy Managing Director, hpa. The speakers will examine how Hong Kong service companies can help Malaysian companies expand their business.

THE DIARY

THE BRANDLAUREATE
DIPLOMAT AWARD

H.E. Dr. Huang Huikang

27th October, 2017 – A farewell reception was held at St Regis Hotel, Kuala Lumpur to bid farewell to Ambassador of People's Republic of China to Malaysia, His Excellency Dr Huang Huikang, who had just completed his four years posting in Malaysia.

At the reception, the Asia Pacific Brands Foundation awarded H.E. Dr Huang Huikang with The BrandLaureate Diplomat Award, an honor which is conferred to outstanding diplomats who have been committed and dedicated to their positions and performed well in their countries of posting.

Presenting the Award on stage to Dr Huang were Chairman of the Asia Pacific Brands Foundation, YBhg Tan Sri Rainer Althoff, Dr. KKJohan, President of The BrandLaureate, President of the Malaysian Chinese Association and Minister of Transport, YB Dato' Sri Liow Tiong Lai, YBhg Tan Sri Michael Yeoh and former Chief of Malaysian Armed



Forces, General Tan Sri Dato' Sri Zulkifeli bin Mohd. Zin. The award was in recognition of Dr Huang's role in promoting strong bilateral relationship between People's Republic of China and Malaysia.

Widely known as the most active and outspoken diplomat in Malaysia, Dr Huang earned the respect of the local Chinese community after four glorious years in Malaysia. Under his leadership, he successfully pushed Malaysia-China bilateral ties to a record high. During his tenure, China-Malaysia trade breached the highest for the first time in 2015 and investments from China galloped to the top spot.

Apart from carrying out his official duties, Dr Huang is known for his outreach activities of visiting Chinese guilds, giving donations to schools, as well as spending Chinese New Year with ordinary folks. He exemplified tremendous dedication to his position as the Ambassador of the People's

Republic of China to Malaysia. Through his efforts, he has led a very positive and warm relationship between both countries on matters relating to politics, social, education, culture and arts.

Under his leadership, China and Malaysia have maintained an excellent relationship where he has helped promote and facilitate government to government relations between the two countries. Additionally, he contributed significantly to the promotion of trade and investment relations as well as providing the needed consular assistance to Chinese visiting in Malaysia.

During his time in Malaysia, he has endeared himself to bless everyone with his captivating personality. Surely, Malaysia will remember him for his strong leadership in spearheading and strengthening the Malaysian-Chinese relationship and also for his kind, warm and sophisticated personality.

THE BRANDLAUREATE
SPECIAL EDITION AWARDS 2017 VIETNAM
Launch and Press Conference

31st October, 2017 – The Asia Pacific Brands Foundation officially launched The BrandLaureate Special Edition World Awards - Vietnam at its Press Conference held on 31st October 2017 at The Reverie Saigon Hotel in Ho Chi Minh City, Vietnam. The press conference was attended by Chairman of the Asia Pacific Brands Foundation, Mr Rainer Althoff, President of The BrandLaureate, Dr KKJohan and CEO of The BrandLaureate, Ms Chew Bee Peng. Also present are recipients of The BrandLaureate Awards Vietnam; members of the media and invited guests.

The number One premier brands and branding Awards in the world, The BrandLaureate Special Edition World Awards will be landing to Vietnam shores on December 7th, 2017. Organised by the Asia Pacific Brands Foundation (APBF), the world's only brands and branding foundation, this special and prestigious The BrandLaureate Special Edition World Awards is exclusively reserved for the top and leading brands in Vietnam that have successfully built their brands. These brands are well respected and admired in the business community and amongst consumers.

During his speech Dr KKJohan, President of The BrandLaureate said, "We come to Vietnam for a purpose and that purpose is to make Vietnam brands great and make Vietnam proud. That is the only reason why we are here for. We are here to create that awareness that your greatest asset is your brand and your brand is your greatest possession that you all can be proud of. After this Special Edition Award, we will introduce The BrandLaureate Best Brands Awards in Vietnam in 2018. We are here to stay and we are here to hold your hands to make your brands great."

The official launch saw Dr KKJohan and Tan Sri Rainer Althoff unveiled The BrandLaureate Special Edition World Awards 2017 - Vietnam trophy and certificate to all attendees. The Awards gala dinner will be held in Ho Chi Minh City at the most exclusive and prestigious 6 star hotel, The Reverie Saigon. It will be attended by the country's leaders, top corporate and business personalities, industry movers and shakers as well as leading personalities and celebrities.



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PARTICIPATING PROJECTS

KUALA LUMPUR / KLANG VALLEY (03 9212 8322)

☎ **Lakeville Residences**, Jalan Kuching | ☎ **D'sara Sentral Sales Gallery**, Sungai Buloh | ☎ **M Residence Sales Gallery**, Rawang
☎ **Southville City Sales Gallery**, KL South | ☎ **M City**, Jalan Ampang (by appointment) | ☎ **Icon City**, Petaling Jaya (by appointment)
☎ **Icon Residence Mont Kiara** (by appointment) | ☎ Aspen Garden Residence & Garden Boulevard ☎ **Garden Plaza**, Cyberjaya

ISKANDAR MALAYSIA (1800 886 788)

☎ **Austin V Square**, Mount Austin | Caspian ☎ **Meridin Bayvue**, Sierra Perdana | ☎ **The Meridin @ Medini**, Iskandar Puteri
☎ **Meridin East Sales Gallery**, Pasir Gudang | ☎ **iParc Tanjung Pelepas** (by appointment)

PENANG (04 291 3109)

Ferringhi Residence 2, Batu Ferringhi ☎ **Menara Boustead** (Level 17), George town
☎ **Legenda@Southbay**, Bayan Lepas (by appointment) | The Loft ☎ **Southbay**, Bayan Lepas

KOTA KINABALU (088 254 971)

☎ **Sutera Avenue Sales Gallery**, Sembulan

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The winners of The BrandLaureate Brand ICON Leadership Awards 2017 were announced at its gala dinner, held at The Majestic Hotel, Kuala Lumpur on 28th August 2017. Organized by the Asia Pacific Brands Foundation (APBF), The BrandLaureate Brand ICON Leadership Awards recognize leaders who are in a league of their own and whose achievements have contributed significantly to the development of their countries and communities.

Over 700 guests comprising Malaysia's top corporate leaders, brand owners and leading personalities were in attendance. Gracing the night as the Guest of Honor is Yang Amat Berbahagia Tun Dato' Sri Haji Abdullah Ahmad Badawi, the 5th Prime Minister of Malaysia and Patron of the Asia Pacific Brands Foundation. Other prominent attendees includes YAB Dato' Seri DiRaja Dr. Zambry bin Abd Kadir, Chief Minister of Perak and YB Datuk Haji Abdul Karim Rahman Hamzah, Minister of Tourism, Arts, Culture, Youth & Sports Sarawak.

The theme for this year's award is **ICONS – A Life of Significance**. ICONS create their own paths, innovate their own methods and set the bar high. ICONS set out to live a life that defies all odds. An ICON is a tower of strength, brave, tough and bold enough to go the distance. ICONS are passionate about their goals and speak from their hearts, instinctively knowing the right decision and course of action to take, thus enabling them to convince, persuade, influence and ultimately win supporters and adversaries alike. Many can achieve success but not everyone can **live a life of significance like real ICONS!**

Plated in 24-karat solid gold, The BrandLaureate Brand ICON Leadership Awards trophy is designed to be refined, sturdy and prestigious. With both hands stretched high and standing on a solid base, the trophy reflects the ICON's adaptability and agility to fly with times, bringing in winds of change that transform for the better. Each trophy is a finely handcrafted masterpiece of art intended to reflect the standard of excellence.



In his welcome speech, Dr KKJohan, President of The BrandLaureate highlights the theme for the night,

"BrandLaureate's ICONS live a life of significance which is the theme of this year's award, *A Life of Significance*. These BrandLaureate ICONS have gone above and beyond the trusted and tested into uncharted territory. While most people go for the safe, tried and tested route, they create their own paths and innovate their own methods. They set out to live a life that defies all odds. Many can achieve success but not everyone can be significant. Success is measurable as in how much are you worth, what is the value of your business. You can put a value on success but where significance is concern, you cannot put a value to it, yet the value is so great and monumental."

He also added, "I am so proud of all the icons here tonight. I wish you all the best as you move on to achieve more milestones in what you set out to do. We know that you will never rest on your laurels of success. You will be forever pushing the envelope to seek more as no valley is too deep and no mountain too high for you to climb. BrandLaureate ICONS, the legacies that you have built are priceless and a great source of inspiration for all of us and the future generations to come."

The highlight of the night was the presentation of The BrandLaureate Quintessential Brand ICON Leadership Award to YABhg Tun Jeanne Abdullah, wife of the 5th Prime Minister of Malaysia and who is the Chancellor of Open University Malaysia, Patron of Malaysian Paralympic Council and Chairman of Landskap Malaysia.

The award presentation was followed by The BrandLaureate Nation Building Brand ICON Leadership Award. Recipients were YB Datuk Seri Hishammuddin Tun Hussein Minister of Defence of Malaysia who received the Brand Influencer ICON, he was represented on stage by Mr. Adam Abu Hanipah, Principle Private Secretary to the Minister with Special Functions in the Prime Minister's Department. YAB Dato' Seri DiRaja Dr. Zambry Abd Kadir, Menteri Besar of Perak received the Game Changer ICON while YBhg Professor Emeritus Tan Sri Dato' Sri Paduka Dr. Lim Kok Wing, President & Founder of Limkokwing University of Creative Technology was awarded the Unity and Harmony ICON followed by YABhg Toh Puan Dato' Seri Dr. Aishah Ong, Pro-Chancellor of University of Malaya who received The BrandLaureate Hall of Fame – Lifetime Achievement Brand ICON Leadership Award.

Other Award categories include The BrandLaureate Premier Brand Icon Leadership Award, The BrandLaureate Most Eminent Brand ICON Leadership Award, The BrandLaureate Business Entrepreneur Brand ICON Leadership Award, The BrandLaureate Grand Master Brand ICON Leadership Award and The BrandLaureate Industry Champion Brand ICON Leadership Award.

For the very first time, The BrandLaureate official theme song was launched during the gala dinner. The BrandLaureate theme song, titled "That's You" is performed and composed by Award-winning composer, Dato' Wah Idris. He famously composed the KL Commonwealth Games 98 "Standing in the Eyes of the World" and reorchestrated Malaysia's national anthem, "Negaraku".

The night was followed by a presentation of the BrandLaureate Business World Review Cover Issue by Managing Editor, Ms Ida Ibrahim to YAB Dato' Seri DiRaja Dr. Zambry Abd Kadir, Menteri Besar of Perak. During the gala dinner, guests were presented with an exquisite dinner spread and entertained with performances by Emcee Noixe & DJ Hawk, violinist, Dr. Joanne Yeoh, a powerful performance by Malaysia's singing sensation, Shila Amzah and Dayang Nurfaizah.

THE BRANDLAUREATE NATION BUILDING BRAND ICON LEADERSHIP AWARD 2017 - BRAND INFLUENCER ICON



THE BRANDLAUREATE NATION BUILDING BRAND ICON LEADERSHIP AWARD 2017 - GAME CHANGER ICON



QUINTESSENTIAL BRAND ICON LEADERSHIP AWARD 2017



THE BRANDLAUREATE QUINTESSENTIAL BRAND ICON LEADERSHIP AWARD 2017

THE BRANDLAUREATE NATION BUILDING BRAND ICON LEADERSHIP AWARD 2017 - UNITY & HARMONY ICON



THE BRANDLAUREATE HALL OF FAME LIFETIME ACHIEVEMENT BRAND ICON LEADERSHIP AWARD 2017



A LIFE OF SIGNIFICANCE

Everyone can be a
LEADER
but not anyone can be an
ICON

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

Everyone can be
SUCCESSFUL
but not anyone can be
SIGNIFICANT

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

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

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

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

The status of an ICON is unquestionable. Working hard to achieve a vision, the ICON has gained immeasurable success by overcoming obstacles in many forms. From the dirt of the street, up to the penthouses of towering skyscrapers, the long climb to the top and ultimate attainment of grand leadership status is like the icing on the cake of a challenging quest.

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

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

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

YOU ARE THE ONE!

**THE BRANDLAUREATE
PREMIER BRAND ICON LEADERSHIP AWARD 2017**



**THE BRANDLAUREATE
BUSINESS ENTREPRENEUR BRAND ICON LEADERSHIP AWARD 2017**



**THE BRANDLAUREATE
GRAND MASTER BRAND ICON LEADERSHIP AWARD 2017**



**THE BRANDLAUREATE
MOST EMINENT BRAND ICON LEADERSHIP AWARD 2017**



**THE BRANDLAUREATE
INDUSTRY CHAMPION BRAND ICON LEADERSHIP AWARD 2017**



A LIFE OF SIGNIFICANCE

DR KKJOHAN



THE LEGENDARY ICONS

THE BRANDLAUREATE QUINTESSENTIAL
BRAND ICON LEADERSHIP AWARD 2017
YABhg Tun Jeanne Abdullah

THE BRANDLAUREATE NATION BUILDING
BRAND ICON LEADERSHIP AWARD 2017
- BRAND INFLUENCER ICON
YB Datuk Seri Hishammuddin Tun Hussein

THE BRANDLAUREATE
NATION BUILDING BRAND ICON
LEADERSHIP AWARD 2017
- GAME CHANGER ICON
YAB Dato' Seri DiRaja Dr.
Zambry Abd Kadir

THE BRANDLAUREATE HALL OF FAME
LIFETIME ACHIEVEMENT BRAND ICON
LEADERSHIP AWARD 2017
YABhg Toh Puan Dato' Seri
Dr. Aishah Ong

THE BRANDLAUREATE NATION BUILDING BRAND ICON
LEADERSHIP AWARD 2017
- UNITY & HARMONY ICON
YBhg Professor Emeritus Tan Sri Dato' Sri Paduka
Dr. Lim Kok Wing

THE CLASSIC ICONS : PREMIER BRAND ICON LEADERSHIP AWARDS 2017



YBhg Tan Sri Robert Tan
Hua Choon
Chairman & Non-Executive Director
Marco Holdings Berhad



YBhg Tan Sri Datuk Seri
Tan Kean Soon
Executive Deputy Chairman
T7 Global Berhad



YBhg Tan Sri Dato'
Dr R Palan
Chairman
SMRT Holdings Berhad



YBhg Dato' Lim Kuang Sia
Managing Director & Chief Executive
Officer Kossan Rubber Industries
Berhad



YBhg Datuk Andrew
T.K. Lim
Managing Director
SOGO (K.L.) Department Store
Sdn Bhd



YBhg Dato' Sri Ir.
Kunasingam A/L V.
Sittampalam
Co-Founder & Executive Director
HSS Engineers Berhad

THE VISIONARY ICONS : MOST EMINENT BRAND ICON LEADERSHIP AWARDS 2017



YBhg Tan Sri Dato' Seri Dr.
Hj Yahaya Ibrahim
Executive Chairman
Yahaya Ibrahim Educational
Services Sdn Bhd



YBhg Dato' Seri Jamil Bidin
Chief Executive Officer
Halal Industry Development
Corporation (HDC)



YBhg Datuk Badlisham
Bin Ghazali
Managing Director
Malaysia Airport Holdings Berhad



YBhg Datuk (Dr)
Aminar Rashid Bin Salleh
President & Chief Executive Officer
Perusahaan Otomobil Kedua
Sdn Bhd



YBhg Dato' Dr.
Abd Latif Mohmod
Director General
Forest Research Institute Malaysia



YBhg Dato' Izham bin Yusoff
Group Managing Director
Bina Darulaman Berhad



Puan Puteri Mariana
Abdul Majid
Chief Executive Officer
Mutia Teknologi (M) Sdn Bhd

THE BUSINESS ICONS : BUSINESS ENTREPRENEUR BRAND ICON LEADERSHIP AWARDS 2017



YBhg Dato' Teh Kean Ming
Managing Director
JKG Land Berhad



YBhg Dato' Ong Theng Soon
Executive Director
Binastra Land Sdn Bhd



YBhg Dato' Sri Princess Dr.
Becky M. Leogardo
Founder
BML, Alexa & Gluta Products



Cher Ng
Managing Director
Zouk Kuala Lumpur &
Co-Founder TREC Kuala Lumpur



Tee Chee Seng
President cum Techno Adviser
Nano Silver Manufacturing Sdn Bhd

THE CELEBRITY ICONS : GRAND MASTER BRAND ICON LEADERSHIP AWARDS 2017



Dayang Nurfaizah
Diva



YBhg Professor Dato'
Wah Idris
Composer, Musician & Producer



Dr. Joanne Yeoh
Violinist



YBhg Dato' Kee Hua Chee
Writer & Blogger



Shila Amzah
Singer and Songwriter

THE SPORTS ICONS : GRAND MASTER BRAND ICON LEADERSHIP AWARDS 2017



YBhg Datuk Marina Chin
Chef De Mission, Malaysian
Contingent, SEA Games 2017,
Magis Sukan Negara Malaysia



Shalin Zulkifli
Ten Pin Bowler



Khairul Hafiz Jantan
Athlete



Cheong Jun Hoong
Diver



Joseph Schooling
Swimmer
National, Asian and Olympic
Champion

THE BRANDLAUREATE PREMIER AWARD 2017



The King Charles Troupe
Famous basketball unicyclists

INTERNATIONAL BRAND PERSONALITY AWARD 2017



Anggun
Singer and Songwriter

ICONIC BRANDS : INDUSTRY CHAMPION BRAND ICON LEADERSHIP AWARDS 2017



Brunfield
Integrated Real Estate Solutions



Chow Tai Fook
Jewellery



Mah Sing
Property - Premium Lifestyle
Developer



Great Eastern
Life Assurance



Philips
Consumer Lighting Solutions



Public Bank
Banking



Public Mutual
Financial & Wealth Planning
- Unit Trust



Kossan
Manufacturing - Gloves



Limkokwing University
of Creative Technology
Globalising Malaysian
Education



SCS
Dairy Butter & Cheese



MARDI
R&D - Agrofood



Sarawak Convention
Bureau
MICE & Destination Branding



Malaysia Airports
Holdings
Global Airport Management



Sothys
Beauty Care



Toyochem
Printing Ink & Solutions

LOSING THE OWL'S NECK



THE NOCTURNAL GAZE OF THE OWL

To See Things Differently through the Portal of Branding

Imagine enveloping your brand in a bubble of energy that is so positive that every arrow of the competition and elements bounce off it. Sounds impossible? Not really – for that is the magic of Branding.

It is like waking up to a beautiful sunrise daily. It is like having a rainbow kiss your senses after the rain. It is like the scent of blooms in spring. It is like the sound of a flock of birds singing melodiously during the prime of the mating season. Branding is that beautiful! And oh, what a new perspective it gives to life!

Ever since I started to view my very existence from the higher vantage point of Brands and Branding, I feel the quality of my life as a whole has elevated. Every step forward is magical, as if there are 'invisible strings' of a higher order guiding my very footsteps with a new unction like never before. If I am to be Pinocchio, then Branding has transformed me into a 'real boy' and elevated me into the realm of the living!

I cannot help but overstate how happy I am to step into this new post-Branding horizon. The first step in Branding is allowing the move to change you, not just on the outside, but within. I feel that there is no room for any negativity, simply because all my attention is focused on new realms of Brand excellence. As I strive to reach and traverse greater plateaus in Branding; and therein the surroundings traversed tend to emanate a more positive vibe.

This is the sort of overriding excitement I simply cannot keep to myself! Everyone, I mean every person who represents their brand – be it personal, professional, or national – should have a feel of this. Oh, what a feeling indeed!

“Branding is everything positive; there is no negative in Branding.”

KALEIDOSCOPE OF POSITIVITY:

MAKE FRIENDS, NOT ENEMIES

THE FULL-RADIUS ROTATION OF THE OWL

A Different Perspective – Shaking Hands in the Name of Branding

The positive energy that comes from the art of Branding drives me to make friends, not enemies.

Competition is good. But in this era of convergence where demand is high, the world is super connected and has grown seemingly small; working in tandem with others is paramount for Brand survival and sustainability. The positive and amicable vibe that comes from Branding magnetizes and draws even our competitors towards us, to provide support where they cannot, and to be credited for the very referral of a reliable brand.

My newfound vision disallows me from flying along any trajectory that risks negativity. All shadows flee as the light rises in the sky. For Branding is that light. Branding is the 'universal language of love' in multifarious arenas – including business, sports & entertainment, academic and all others.

And by embracing the truth of what Branding is, all things negative have left me... I am all in all a new creation, so to speak. Hence, I cannot bear anything unconstructive in me or harbour negativity towards anyone – for pure Branding (Branding that is in its truest form) encompasses all that is good!

Above and beyond that, I find the phenomenon of Branding to be like a mirror of the soul – it is able to reflect one's own goodness from the inside out; and our own perception of others becomes transparent in the way we conduct our Brand in the eyes of the world. Either way you look at it, frictionless Branding generates a beautiful impression...cradled in amity.

Oh, Branding, you are so wonderful! (How could have I ever survived without you before this?)



“

An owl can turn and look behind. Not only is this bizarre, but it is in fact a survival skill cum hunting mechanism which serves as a useful purpose in the wild. In Branding, the same positives apply; but in truth, when it comes to fostering a positive outlook, it is far better to not look behind but keep your eyes fixed forward. In other words, it is better to lose the owl's neck.

”

“The greatness of a champion Brand can be known from the formidability of its archrival. And there can be no greater respect earned than one that is given by a competitor Brand who has become a friend.”

**KALEIDOSCOPE OF POSITIVITY:
FRICTIONLESS BRANDING
THE REGAL STANCE OF THE OWL**

Preserving the Excellent Plumage

How, you may ask, could one preserve the beauty of this moment in Branding? After all, folks believe that beautiful moments pass, and wonderful things are not meant to last. Well, the truth is, once you have found something beautiful, the world is just not big enough to contain it! It is no longer subject to the natural laws, but becomes supernatural by way of experiential immortality.

Oh, what a wonderful thing I have found in Branding! Branding is so spectacular that I simply cannot go backwards. Everything about it is evolving (and by evolving I mean moving forward). So how could it be possible for me to ever backslide from this state of positivity?

As I journey inward into novel territories of branding, I feel the hardness that once encased my heart like clamshells crumble away into nothingness. Sincerely speaking, I have been able to become the better man because of Branding (the ‘better man’ in the sense of the ability to take the first step in forgiving). For the sake of my Brand, I have been able to look past petty nitpicking and my preceding inability to forgive. After all, these are natural fruits of Branding that are vital for optimum navigation towards excellence in the Brands and Branding circuit.

This organic transformation from the inside out is a pleasant ‘side effect’ of nurturing Brands and championing Branding.

The owl is a bird that can turn its head 360 degrees. It can look behind with ease to spot prey and predator. But for me, as I move forward, I choose to let go of my past hurts. I choose to not glance back, but look ahead. It is the way of Branding. And it is a good way.

“

“Focused vision ought to be used with discretion to zoom in on the positive. The ability to see all around ought to be used selectively – to spot the constructive aspects of Branding beyond and swoop in to grab it with talons of precision. This, coupled with formidable Branding wings, will grant one’s Brand unsurpassed lift to unfathomable heights in perceptive Branding. The owl indeed has many unique abilities, but it chooses to use its aptitude astutely. This is why the owl is a symbol of wisdom.”

”

“Branding has made me more forgiving.”

**KALEIDOSCOPE OF POSITIVITY:
BRAND YOUR NEST FIRST
THE DOMINION OF THE OWL**

Start Right With Country Branding

There is an old saying which we are all familiar with, Charity begins at home. I believe, not just charity, but nearly everything, begins at home. Anything and everything has to start somewhere – but can extend to anywhere, with no quantifiable limits.

The nest is the formative venue of everything. With the right formation, the young will be able to go out and handle the world – ultimately building a nest of their own. Therefore, in everything that we do, in essence we are inadvertently Branding the nation. Every breath we exhale in the name of Branding, is an expression of love for the motherland. Every Brand-related triumph is a resounding praise for the land. Every failure to Brand better is a heartfelt sacrifice unto the blessed nation. This is Country Branding at its finest!

The owl, though a primarily nocturnal bird, is territorial. Though this sagely bird of prey defends its zone with its airborne might, it is able to share its area as well. This is a survival lesson to emulate. I say share the goodness of Branding like there’s no tomorrow! As a Branding practitioner who exudes positivity, the country ultimately absorbs all the positive goodness. When your Brand stands for something, it has the power to change the perception of the world towards the country of origin. Remember: A Brand can redefine a nation!

“Country Branding is a naturally occurring phenomenon. Don’t be surprised when you find your Brand’s wings are sturdy enough to carry your nation’s name to the four corners of the world.”



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WOMEN'S MARCH JANUARY 21ST

Millions of people worldwide join the Women's March in response to the inauguration of Donald Trump as President of the United States. 420 marches were reported in the U.S. and 168 in other countries, becoming the largest single-day protest in American history and the largest worldwide protest in recent history. The worldwide protest was to advocate legislation and policies regarding human rights and other issues, including women's rights, immigration reform, healthcare reform, reproductive rights, the natural environment, LGBTQ rights, racial equality, freedom of religion, and workers' rights.

SINGAPORE'S FIRST FEMALE PRESIDENT SEPTEMBER 13TH

Halimah Yacob, a former speaker of parliament from the Muslim Malay minority, is Singapore's first female and ethnic Malay president in 47 years since the late Yusof Ishak, who governed in the mid-1960s. While some have applauded the historic moment, the election has also drawn public criticism due to what was seen as a lack of democratic process. Yacob, who wears a headscarf, addressed these concerns, saying:

"I am a president for everyone, regardless of race, language, religion or creed. Although there's no election, my commitment to serve you remains the same."



THE 15TH AGONG APRIL 24TH

Sultan Muhammad V was officially installed as the 15th Yang di-Pertuan Agong at Istana Negara for the next five years. The installation ceremony, steeped in Royal Malay customs, marked the formal commencement of his tenure as the Supreme Head of the Federation which also reflects the stature of Constitutional Monarchy practised in the country: "Daulat Tuanku (Long Live the King)!".

MANCHESTER ARENA BOMBING MAY 22ND

A suicide bomber detonated an improvised explosive device, packed with nuts and bolts to act as shrapnel, in the foyer area of the Manchester Arena. The attack took place after an Ariana Grande concert that was part of her 2017 Dangerous Woman Tour. Twenty-three people were killed, including the attacker, and 250 were injured.

HISTORY CREATED DURING KL2017

AUGUST 30TH

Malaysia is the best sporting nation in South-East Asia, topping the medal tally at the 2017 SEA Games (KL2017) with 145 gold, 92 silver and 86 bronze medals. With a total count of 323 medals, this is Malaysia's best-ever finish in the history of the SEA Games.

PRINCE PHILIP RETIRES AUGUST 2ND

Hats off to Prince Philip! After announcing his plans to retire in May, the royal, who turned 96 in June, attended his last official royal engagement at a parade to mark the finale of the 1664 Global Challenge at Buckingham Palace. He had completed more than 22,000 solo appearances, spanning seven decades. Prince Philip has been by the queen's side throughout her 65 years on the throne and she has described him as "my strength and stay."

LAS VEGAS SHOOTING OCTOBER 1ST

A gunman opened fire on a crowd of concertgoers at the Route 91 Harvest music festival on the Las Vegas Strip in Nevada, leaving 58 people dead and 546 injured. Between 10:05 and 10:15 p.m. PDT, 64-year-old Stephen Paddock of Mesquite, Nevada, fired hundreds of rifle rounds from his suite on the 32nd floor of the nearby Mandalay Bay hotel. About an hour after Paddock fired his last shot, he was found dead in his room from a self-inflicted gunshot wound. His motive is unknown.

The incident is the deadliest mass shooting committed by an individual in the United States. The shooting reignited the debate about gun laws in the U.S. with attention focused on bump fire stocks, which Paddock used to allow his semi-automatic rifles to fire at a rate similar to that of a fully automatic weapon.



2017

THE TRENDING OF FIDGET SPINNERS APRIL 1ST

From tutorial videos and shopping options to DIY revamps and memes – the fidget spinner has taken over social media platforms. Some call it a fad, others, a source of fascination and many, a revolutionary device. Believe what you may, in its basic form, the fidget spinner is simply a three-winged ball-bearing device that rotates around the user's fingers. The sensation is pitched as an antidote to fidgety behaviour and even serious disorders including anxiety and ADHD (Attention Deficit Hyperactivity Disorder). Though the internet is inundated with video tutorials on how to use them, experts believe that it acts as a distraction rather than an actual aid in helping users to focus.

THE MONEY FIGHT AUGUST 26TH

Floyd Mayweather Jr. vs. Conor McGregor was a professional boxing match between undefeated eleven-time five-division boxing world champion Floyd Mayweather Jr. and two-division mixed martial arts (MMA) world champion and at-the-time current UFC Lightweight Champion Conor McGregor. Mayweather extended his professional boxing undefeated streak to 50 victories and 0 defeats (50–0), surpassing the 49–0 record of Hall of Famer Rocky Marciano by defeating McGregor by technical knockout (TKO) in the 10th round.

GRENFELL TOWER FIRE JUNE 14TH

The Grenfell Tower fire occurred at the 24-storey Grenfell Tower block of public housing flats in North Kensington, Royal Borough of Kensington and Chelsea, West London. It caused an estimated 80 deaths and over 70 injuries but a definitive death toll is not expected before 2018. As of 27 September 2017, 68 victims had been identified by the Metropolitan Police and Coroner. Occupants of 23 of the 129 flats died but around 255 people survived.

DARUL QURAN ITTIFAQIYAH MADRASA FIRE SEPTEMBER 14TH

A fire occurred at the Darul Quran Ittifaqiyah madrasa in Kampung Datuk Keramat, Kuala Lumpur which resulted in 23 of the madrasa residents (comprising 21 students and two teachers) killed, while five others reportedly injured. Investigation was then conducted by police and firefighters to find the cause of fire. Initially, the firefighters thought it may be due to short circuit[11] but after a full investigation and through CCTVs outside the building, several suspects were identified to have infiltrated the area at around 3:10 am. Around seven suspects were identified by police to be involved. Al Jazeera described the incident as “the most devastating fire in Malaysia since the beginning of the year”.

THE RISE OF BULLYING CASES IN MALAYSIA JULY 9TH

It took the shock and anger over the tragic death of T. Nhaveen for Malaysia to rekindle a much-needed discussion on the arguably deeply-rooted culture of bullying in schools. Many who read the details of the assault could not fathom just how an innocent youth could have been attacked so viciously by his former school bullies with helmets and sticks, but was also sodomised with a foreign object.

The same goes for the fatal bullying case of Malaysian National Defence University (UPNM) student Zulfarhan Osman Zulkarnain, he was allegedly tortured for two days on campus, before being taken to a doctor at a private clinic to have his injuries treated, and then “hidden” at an apartment nearby. Up until today, more bullying cases have been making headlines and it seems that this plague is far from cured.

HITS OF HURRICANES AUGUST TO SEPTEMBER

Hurricane Harvey was an extremely destructive Atlantic hurricane which became the first major hurricane to make landfall in the United States since Wilma in 2005, ending a record 12-year span in which no hurricanes made landfall at such an intensity in the country. In a four-day period, many areas received more than 40 inches (100 cm) of rain as the system slowly meandered over eastern Texas and adjacent waters, causing catastrophic flooding. With peak accumulations of 64.58 in (164.0 cm), Harvey is the wettest tropical cyclone on record in the United States. The resulting floods inundated hundreds of thousands of homes, displaced more than 30,000 people, and prompted more than 17,000 rescues.

Hurricane Irma was an extremely powerful and catastrophic Cape Verde-type hurricane, the strongest observed in the Atlantic since Wilma in 2005 in terms of maximum sustained winds. It was the first Category 5 hurricane to strike the Leeward Islands on record, followed by Hurricane Maria only two weeks later. The storm caused catastrophic damage in Barbuda, Saint Barthélemy, Saint Martin, Anguilla, and the Virgin Islands as a Category 5 hurricane. As of October 10, the hurricane has caused at least 134 deaths: one in Anguilla, one in Barbados, three in Barbuda, four in the British Virgin Islands, 10 in Cuba, 11 in the French West Indies, one in Haiti, three in Puerto Rico, four on the Dutch side of Sint Maarten, 90 in the contiguous United States, four in the U.S. Virgin Islands, and two others in unknown locations in the Caribbean.

WANNACRYRANSOMWARE ATTACKMAY 12TH

The WannaCryransomware attack was a worldwide cyberattack by the WannaCryransomwarecryptoworm, which targeted computers running the Microsoft Windows operating system by encrypting data and demanding ransom payments in the Bitcoin cryptocurrency. The attack began on Friday, 12 May 2017, and within a day was reported to have infected more than 230,000 computers in over 150 countries.

THE RISE AND FALL OF AUNG SAN SUUKYI

For years, she was the epitome of the peaceful protester, steadfast in her devotion to democracy in her homeland of Myanmar through nonviolent means.Aung San SuuKyι was lauded on the global stage, awarded a Nobel Peace Prize, and praised for her refusal to incite violence while under house arrest for 15 years after winning a presidential election the ruling military refused to accept.

Now, protesters around the region are torching effigies of the democracy icon. They are furious at her failure to act while Myanmar's military lays waste to land held by the minority Rohingya Muslims, shooting civilians and sparking a mass exodus of hundreds of thousands of people who have been denied citizenship in the Buddhist-dominated country.There are many petitions online calling for her to be stripped of her Nobel Peace Prize.

APPLE IPHONE X UNVEILED SEPTEMBER 12TH

Ten years after the launch of the first iPhone, Apple has revealed the iPhone X.The company unveiled the anniversary edition smartphone, alongside an iPhone 8 and its bigger sibling, the iPhone 8 Plus, at a press event at the brand new Apple Park campus in Cupertino. The new iPhone X kills the home button to make space for a larger screen. It has an edge-to-edge display, glass on the front and back, wireless charging that requires resting the phone on a special surface, and a surgical grade stainless steel band around the edges. It's water and dust resistant.

US WITHDRAWS FROM UNESCO OCTOBER 12TH

The United States has withdrawn from Unesco over what it claims is the organisation's "continuing anti-Israel bias" – a move that has just been followed by Israel itself. The US State Department recently announced its intention to withdraw from the UN's cultural, scientific and educational organisation and become a permanent observer instead.The US hopes to remain a non-member observer state, in order to contribute US opinions and expertise on issues like press freedoms and protecting world heritage, according to the Department. The decision will take effect at the end of 2018.

HARVEY WEINSTEIN GOES DOWN IN FLAMES OCTOBER 8TH

Hollywood has been rocked by the mounting allegations of sexual misconduct from film tycoon Harvey Weinstein.The New York Times recently published an explosive investigation that revealed Harvey Weinstein had been sexually harassing young actors for decades, and settled many cases.His predatory behaviour included inviting women up to his hotel room and asking them to watch him bathe naked, and to give him massages.

The initial report focused on two Hollywood actors who went on the record accusing the Hollywood producer: Ashley Judd (De-Lovely, Kiss the Girls) and Rose McGowan (Charmed, Death Proof).Since then, 30 more women (and counting) have shared their own experiences of sexual misconduct at the hands of the mogul, including two rape allegations. These women include Angelina Jolie, Gwyneth Paltrow, Cara Delevingne, Kate Beckinsale and Heather Graham.

The once fearsome, bullying titan of the independent film industry has been brought low by reports in the New York Times and the New Yorker that exposed his very dirty laundry. The board of the movie company that Weinstein built with his brother, Bob, has fired him. The Academy of Motion Picture Arts and Sciences has revoked membership from the multiple-Oscar-winner. The Producers Guild is moving to expel him. Police in London and New York are investigating him for sexual assault. Democratic politicians, like Hillary Clinton, who benefited from his largesse are condemning him. He is being treated as a pariah across the entire film industry, from international film festivals to Weinstein peers, such as former Disney boss Jeffrey Katzenberg.And his wife has left him.



THE LAST SPIN

THE END OF AN ERA FOR MALAYSIAN GRAND PRIX

BY GERALD CHUAH

A LONG time ago, Malaysia had the ambition to join countries hosting international motor sport. That dream became a reality in 1999, with the opening of Sepang International Circuit (located 45km south of Kuala Lumpur) which was built at a cost of RM300 million within 14 months.,

Eighteen years later, now the dream has come to an end as the Malaysian government decided it is no longer feasible to bankroll the event, and has decided to cancel the Malaysian Grand Prix after 2017 due to lack of financial backing.

Having attended the first and the last F1, it is hard to imagine that almost 20 years has passed, but the high-octane world of F1 racing still has not really caught on with Malaysians.

THE FINAL RACE

On Sunday, Oct 1, 2017, despite the cloudy weather and intermittent rain, Formula 1 fans showed up in

droves to show their support for the final Malaysian GP. I had the privilege of watching the race from the grandstand, as the sleek and powerful machines zoomed past one-by-one, in a demonstration of power, speed and endurance.

During the dramatic race, Red Bull Racing won a 1-2 finish after Red Bull driver Max Verstappen overtook Mercedes rival Lewis Hamilton on lap four, and maintained the lead right to the end to win F1's Malaysian Grand Prix; while Ferrari champ Sebastian Vettel finished fourth after a remarkable drive from back of grid.

ABOUT SEPANG INTERNATIONAL CIRCUIT

Built by German designer Hermann Tilke, the custom-built Sepang International Circuit was unique with a futuristic blend of stainless steel and glass-fronted buildings, and an impressive double-sided main grandstand capable of seating 50,000 spectators.

“WITH RISING COSTS AND FALLING TICKET SALES, PRIME MINISTER NAJIB RAZAK SAID THE CABINET HAD AGREED THAT THIS YEAR’S RACE WOULD BE THE LAST, AS IT IS ESTIMATED IT COSTS NEARLY RM300 MILLION TO WIN THE RIGHTS TO F1, AND THE GOVERNMENT IS UNABLE TO JUSTIFY THE ONGOING COST.”

During its short history, Sepang has never been short on drama. Known for its unpredictable humid tropical weather, varying from hot days to tropical rain storms, the Sepang circuit has seen many exciting races.

One of them being the 2001 Malaysian Grand Prix which saw Michael Schumacher dancing through the flooded circuit with grace, and winning it despite sliding off the track in the third lap. Other trivia below:

• **Who has won the most Malaysian Grand Prix?**
Sebastian Vettel is the only driver to have graced the top step of the Sepang podium four times. The German won three times in four years with Red Bull, between 2010 and 2013, missing out in 2012 thanks to a collision with Narain Karthikeyan.

• **Which team has the best record at the Malaysian Grand Prix?**
Powered by three wins for Michael Schumacher in the early 2000s, Ferrari has seven race wins at Sepang, the leading team by a significant margin.

• **What are the interesting features and layout of the track?**
The Sepang circuit was designed to encourage overtaking. It is very wide, containing at least four slow corners following long straights. The other 10 corners are medium to high-speed and top speeds of over 180 mph are predicted. **STATS: First Race:** 1999, **Turns:** 15, **Lap Distance:** 5.543 km, **Number of Laps:** 56, **Race Distance:** 310.408 km.

RISING COSTS

Citing rising costs and falling ticket sales, Prime Minister Najib Razak said on April 7, the cabinet had agreed that this year's race would be the last, as it is estimated that it costs nearly RM300 million to win the rights to F1, and the government is unable to justify the ongoing cost.

Over the years, with the presence of a number of other races in the Far East, has seen the Malaysian Grand Prix struggling to compete. Without the money – and it must be said, the local fans – the Malaysian Grand Prix just doesn't make sense, at least not on a financial basis.

CEO of Sepang International Circuit Dato' Ahmad Razlan Ahmad Razali said he would not be interested in hosting Formula 1 again even if offered a free hosting deal. "It's not worth the investment at the moment."

Meanwhile Malaysia's Youth and Sports minister Khairy Jamaluddin explains: "I think we should stop hosting the F1 at least for a while. When we first hosted the F1, it was a big deal. First in Asia outside Japan. Now so many venues. No first mover advantage. Not a novelty."

THE END OF AN ERA

Meanwhile, BBC Sport's chief F1 writer Andrew Benson wrote in a commentary. "In many ways, the first Malaysian Grand Prix in 1999 heralded the start of a new era of F1, which blazed the trail for China, Bahrain, Turkey, Singapore, Abu Dhabi, South Korea, Russia and Azerbaijan,

"However the race never attracted many fans and no obvious motorsport infrastructure has grown in Malaysia. Even if F1 may not have any significant lasting impact in Malaysia, it has certainly brought more fans to Sepang year-in, year-out and gained a new TV audience."

He added the end of this era with Malaysia's last race is also fitting, as it coincides with the end of the reign of F1 Supremo Bernie Ecclestone, former chief executive of the Formula One Group, who controls the commercial rights to the sport. He was replaced by Chase Carey as chief executive of Formula One Group in January 2017.

"It is somehow appropriate that the end of Ecclestone's reign is marked by the closing of the chapter at Sepang which had set the template for the sports for two decades," added Benson.

THE SHOW MUST GO ON

Unfortunately, without Malaysia.

Who knows what the future holds and what will become of Sepang in the next 10 or 20 years? It won't be forgotten quickly, and the purpose-built race track will remain open to host the likes of MotoGP, and other Asia-based championships.

Meanwhile F1 commercial director Sean Bratches said it's always sad to say goodbye to a member of the Formula 1 family. "I'd like to take this opportunity to thank the Sepang International Circuit for their hospitality and professionalism over the years, and their ongoing commitment to motorsports."

"We will have 21 exciting events to look forward to in the 2018 calendar with the additions of the French and German races."

Despite it all, the past 18 years has seen some magical moments which no Malaysian Formula One fans will ever forget. As Malaysian F1 will no longer be part of the F1 calendar, we wish to say: "Terima Kasih, Sepang!"

IN LOVING MEMORY

REMEMBERING THE PROMINENT FIGURES AND FAMOUS CELEBRITIES WHO PASSED AWAY IN 2017

Sultan Abdul Halim Mu'adzam Shah

Sultan of Kedah Abdul Halim Mu'adzam Shah died on September 11 - two months away from what would have been his 90th birthday. Sultan Abdul Halim made history when he became Malaysia's Yang di-Pertuan Agong for the second time in 2012. The first time he served as Agong was from 1970 to 1975. Sultan Abdul Halim had ruled Kedah for 59 years.



Jerry Lewis

The comedy legend died at his Las Vegas home on August 20, after suffering from ill health for many years. The actor, singer and director will be remembered for films including The Nutty Professor and Cinderella as well as his philanthropic work, raising more than \$2.6 billion for muscular dystrophy research with his annual Labor Day telethon.



Robert Hardy

The Harry Potter actor, who was known for playing Minister for Magic, Cornelius Fudge, in four of the beloved films, died at age 91, his family announced on Thursday, August 3. His family released a statement praising his "tremendous life" and "giant career" in theater, television and film over seven decades. "Gruff, elegant, twinkly and always dignified, he is celebrated by all who knew him and loved him, and everyone who enjoyed his work," the statement read.



Chris Cornell

As the lead singer of rock bands Soundgarden and Audioslave, Cornell's natural talent helped him to be a trailblazer for Seattle's grunge scene, though the Grammy-award winning musician struggled with drug and alcohol abuse throughout his career. Cornell, who was in the middle of a tour with Soundgarden after a 13-year hiatus, was found dead of suicide by hanging at MGM Grand Detroit following the band's mid-May performance in Detroit. He left behind a wife and three kids.



Chester Bennington

The Linkin Park lead vocalist was found dead on July 20, the Los Angeles coroner confirmed to Us Weekly. He was 41. He was best known for the band's hits "Numb," "In the End" and "Crawling." His death coincided with what would have been his late friend Chris Cornell's 53rd birthday.

Tom Petty

The rock legend died at the age of 66 on October 2 after suffering cardiac arrest. The Grammy winner was best known as the lead singer of Tom Petty and the Heartbreakers, the group behind hits including "Free Fallin'" and "American Girl." The band was inducted into the Rock & Roll Hall of Fame in 2002.



John Heard

The actor died at the age of 72 on July 21, just two days after undergoing back surgery. He was best known for playing patriarch Peter McCallister in the original Home Alone movies, and was also nominated for a Primetime Emmy in 1999 for his role on The Sopranos.



Sir Roger Moore

Moore, the beloved actor best known for playing James Bond in the '70s and '80s, died in Switzerland in May at age 89. The star's children broke the news in a statement uploaded to Twitter, noting that Moore passed away after a "short but brave battle with cancer." In a statement obtained by PEOPLE, UNICEF officials described goodwill ambassador Moore as one of the world's "great champions for children."



Julia Perez

One of Indonesia's most popular actresses, Perez, 36, died in June after a three-year battle with cervical cancer. Appearing in nearly 30 films, Perez was also known for her work in local soap operas, variety shows and was a popular dangdut singer.



Tan Sri Adnan Satem

Sarawak Chief Minister Tan Sri Adnan Satem passed away on January 11th from heart complications, just two weeks shy of his 73rd birthday. Fondly known as Tok Nan, the popular politician was largely credited for BN's landslide victory at the state polls in May last year. Adnan replaced long-serving chief minister Abdul Taib Mahmud on March 1, 2014.



Hugh Hefner

Hugh Hefner turned silk pajamas into a work uniform, women into centerfolds and sexual desire into a worldwide multimedia empire that spanned several generations of American life. The Playboy magazine publisher, founder and Chief Creative Officer of Playboy Enterprises died at his home of natural causes on September 27. He was 91.

BUDGET 2018

OVERVIEW

BY IAN GREGORY EDWARD MASSELAMANI

Money talks – and all else walks! When it comes to setting the undertones of a nation, nothing quite says it as a solid budget review, especially the last one before the next *General Election*.

In view of the cost of everything being on the rise these days, a thoughtful budgetary plan along this slippery slope can provide somewhat of a salve or breather for those who are working hard for the money. True to form, millions of Malaysians from all walks of life quite literally kept their ears peeled over the radio and eyes fixed like a hawk on the screens of all sorts of devices as the *2018 Budget*, tabled by Prime Minister Datuk Seri Najib Tun Razak who was niftily clad in *baju Melayu* in Parliament at 3.30 p.m. on 27 October 2017.

The first half of 2017 saw the country experiencing a 5.7 per cent economic growth (much higher than projected compared to March when it was 4.3 to 4.8 per cent). 2017 saw a fiscal deficit decrease to 3 per cent (much lower compared to 6.7 per cent in 2009). The Government expects it to decrease further in 2018 – down to 2.8 per cent. The 3.3 million target job opportunities in 2020 is presently at 69 per cent with 2.26 million job opportunities already created. National export reached its highest level at RM80 billion with double-digit growth (in August). National reserves reached 101.4 billion USD. The income per capita of the people rose from RM27,819 in 2010 to RM40,713 in 2017 and is expected to rise to RM42,777 in 2018. The median income growth has risen from RM4585 in 2014 to RM5288 in 2016. As for the below-40 income group, it has risen from RM2629 in 2014 up to RM3000 in 2016.

With the *Theme*, ‘Prospering an Inclusive Economy, Balancing Between Worldly and Hereafter, For The Wellbeing of Rakyat, Towards TN50 Aspirations’, careful thought has been accorded to the grassroots like special assistance for civil servants and government retirees (RM1500 and RM700, respectively), *Malaysia Children Trust Fund ADAM50* initial savings fund (RM200), abolition of toll collection at four toll plazas, reduced individual income tax rate and increased disposable income (between RM300 and RM1000), increased allowance for *PWD* and senior citizens (RM50 and RM350, respectively), special assistance for *KAFA* teachers, *imams*, *takmirs* & *siaks* as well as for *tok batins* and village heads (RM1500), the *1Malaysia Education Saving Scheme (SSP1M)* matching grant (RM500) not forgetting three months assistance for paddy farmers, the PM’s claims of an ‘inclusive budget’ that will benefit all segments of the society – including the poor (B40), middle-income group (M40), rural folks and public servants seems to ring true! Special focus is also being given towards affordable housing, reducing the high cost of living, as well as the equipping of youths to face the *Fourth Industrial Revolution*.

In the interest and prosperity of the *rakyat*, the *2018 Budget* will allocate RM280.25 billion compared with RM260.8 billion in the *2017 Budget*.

FIRST THRUST: TO ENHANCE INVESTMENT, TRADE AND INDUSTRY

Private sector investment is expected to reach RM260 billion in 2018, in line with the Government’s aim of making the private sector the main engine of Budget 2018 growth.



“I HAVE INTRODUCED TN50 IN LAST YEAR’S BUDGET TO CREATE A BETTER MALAYSIA. WE HAVE CURRENTLY RECEIVED 80,000 ASPIRATIONS INVOLVING 1.8 MILLION RAKYAT FROM ACROSS THE COUNTRY.”

RM80 million under the *Rural Economic Financing Scheme (SPED)* via Bank Rakyat and *Bank SME* will provide funding convenience to *Bumiputera* entrepreneurs in rural areas.

RM200 million for training programmes and grants as well as SME easy schemes under SME Corp, and nearly RM82 million for industrial development and *halal* products through various agents.

Increase funding of *Amanah Ikhtiar Malaysia* RM200 million soft loan for women to start their businesses in a total of funding up to RM2.7 billion which will benefit 400k borrowers.

The biggest funding of RM6.5 billion will be given for the first time in history to farmers, rubber tappers, fishermen and small holders. Also, RM2.3 billion assistance and incentives to farmers, rubber tappers as well as fishermen.

RM140 million will be directed to development and re-plantation programmes of palm oil.

For the tourism industry, *World Tourism Organisation* reports Malaysia is the 12th most visited country in 2016. In conjunction with *Visit Malaysia Year 2020*, the nation will host numerous exhibitions such as APEC, WCIT and CHOGM. *eVisa* regional hub will ease applications around the world, especially for expats, foreign students and *Malaysia My Second Home* participants.

For healthcare tourism RM30 million will be provided to Malaysian Healthcare Travel Council, Malaysia to be promoted as *Asian Hub for Fertility Treatment and Cardiology*, plus the introducing of the *Flagship Medical Tourism Hospital Programme*, providing incentives to private hospitals in attracting health tourists.

RM55 million will be allocated as subsidy for train services in rural areas; from Tumpat to Gua Musang.

The Government will be upgrading the *Penang and Langkawi International Airports* and will build a new domestic airport in Mukah; plus renovate the *Kota Bharu and Sandakan Airports*, respectively.

SECOND THRUST: MOVING TOWARDS TN50 ASPIRATIONS

“I have introduced TN50 in last year’s budget to create a better Malaysia. We have currently received 80,000 aspirations involving 1.8 million rakyat from across the country.”

Starting from 1 January 2018 until 2022, newborns in Malaysia will be awarded with a *Starting Fund* of RM200 via *Amanah Saham*. This new scheme is called *Amanah Dana Anak Malaysia 2050*, or *ADAM50*.

With RM112 billion, 14 new sports complexes across the country will be established and RM20 million to improve facilities at the *Bukit Jalil National Sports School*.

All university and *Form Six* students will continue to receive the *1Malaysia Book Voucher* worth RM250 per student – aiding up to 1.2 million students. RM400 million is allocated for R&D in public universities, including *UM* which recently reached top 100 universities in the world.

RM1 billion for initiatives which covers *FitMalaysia*, *National Sports Day*, athletes training, grassroots programme and national football development.

THIRD THRUST: EMPOWERING EDUCATION, SKILLS AND TRAININGS, TALENT DEVELOPMENT

RM61.6 billion is allocated to develop this sector.

The budget is giving priority to improvement and maintenance of schools – allocating up to RM550 million into the fund. More than 2000 schools are in dire condition – with leaky roofs, damaged floors & ceilings and old equipment.

RM250 million for national schools, RM50 million each for vernacular schools, MARA schools, boarding schools and govt aid religious schools and RM2.5 billion for two years: RM500 million for *sekolah daif* in Peninsular, and RM1 million each for Sabah and Sarawak. School students from lower income households will continue to receive RM100 aid.

To PTPTN loaners, the government is offering discounts in PTPTN repayments until 31 December 2018. The Government is also extending repayments for future students, in which they need to start paying 12 months after end of study, compared to previously which is six months. For those who wish to further their study, they can create a combined loan, and pay after their study ends.

FOURTH THRUST: DRIVING INCLUSIVE DEVELOPMENT

The quality of infrastructure and interconnectivity will be constantly modernized.

RM1.1 billion is allocated for people-friendly projects such as bridges, road lights, *suraus* and markets.

RM934 million for roads in rural areas; including RM500 million from Sabah and Sarawak. For electrical energy in rural areas, RM672 million is allocated including RM620 million for Sabah and Sarawak involving 10,000 homes.

RM14 billion is allocated for the army, RM9 billion for the police and more than RM900 million for the maritime force. 10,000 houses will be created for public servants in the police force; while 40,000 houses will be created for the army families.

The Government announces 2018 as the year to *Empower Women*. As such, 30 per cent of board directors in GLCs, GLICs and statutory bodies must consist of women. In the private sector, 60 days of maternity leave will be increased to 90 days (as a mandatory increase).

FIFTH THRUST: PRIORITISING THE WELLBEING OF RAKYAT AND PROVIDING OPPORTUNITIES TO GENERATE INCOME

The Government is committed to creating more jobs and income generation. RM100 million is allocated for *eRezeki*, *eUsahawan* and *eLadang* programmes under *MDEC*.

Individual income tax rate for residents will be reduced by two-point percentage for taxable income between RM20,000 to RM70,000. This will increase the people’s disposable income (between RM300 to RM1000).

50 shops will be made into KR1M 2.0, and expanded to 3000 KR1M 2.0 shops in three years.

RM3.9 billion is allocated for subsidies in essential goods including cooking gas, flour, cooking oil, electrical energy and toll.

Abolishment of toll fees in Batu Tiga, Shah Alam and Sg. Rasau, Selangor, Bukit Kayu Hitam, Kedah, and *Eastern Dispersal Link Expressway (EDL)* in Johor, beginning 1 January 2018.



The implementation of the *Goods and Services Tax (GST)* will be further improved in the *2018 Budget*.

“The *GST* should not be politicised. In fact, it saved the economy this year, where without the RM41 billion collected, we cannot imagine how the nation can cater to the needs of the rakyat.”

The Government to allocate RM27 billion to provide quality healthcare services; RM2.5 billion for medicine and RM1.6 billion for consumables.

The Government is suggesting all PBT services to not be subjected with *GST*, starting 1 April or 1 October 2018 according to PBT choice. Zero *GST* will also be applied to reading materials such as comics, journals and publications starting 1 January.

The Government to boost house ownership with an allocation of RM2.2 billion.

SIXTH THRUST: FORTIFYING THE FOURTH INDUSTRIAL REVOLUTION AND DIGITAL ECONOMY

RM517 million is allocated for flood relief programmes nationwide.

RM83.5 million to construct infrastructure of the first phase of the DFTZ in Aeropolis KLIA.

SEVENTH THRUST: ENHANCING EFFICIENCY AND DELIVERY OF GLCS AND PUBLIC SERVICE

Malaysia aims to achieve growth with fair distribution.

GLCs will increase their profit distribution in stages to its employees via salaries and allowances. GLCs will provide daycares in the main offices, and offering less work hours for pregnant women.

An increase of RM50 in senior citizen's allowance (up to RM350), totalling to RM603 million (benefitting 144,000 citizens). While for jobless OKU, as well as their caretakers, allowance will be increased to RM50 monthly (benefitting 163,000 people), totalling to RM100 million.

EIGHTH THRUST: BALANCING BETWEEN THE PAR EXCELLENCE OF WORLDLY AND HEREAFTER

“Nobody is able to predict the future.”

Good news for public servants. Public servants who are forced to retire due to health issues will receive retirement interests – as if retiring at the required age.

Female public servants who are at least five months pregnant will be allowed to return home one hour earlier. The same exemption applies to the husband – provided the couple work in the same vicinity.

The lowest retirement rate will be increased to RM1000 per month, involving more than 50,000 public sector retirees (must have served for at least 25 years in public service to qualify).

Aside from the RM588 million allocated for monthly payments to *imams, bilals*, and *KAFI* teachers, there will also be a one-off payment of RM1500. 9800 village chiefs will also receive the one-off payment of the same amount.

To increase the lowest retirement funds of 50,000 government retirees who served at least 25 years to RM1000. And all retirees will receive special payment of RM750 – RM500 in January 2018 and the balance during *Hari Raya Puasa*.

“IN APPRECIATING THE PUBLIC SERVANTS FOR THEIR SERVICE, I AM ANNOUNCING A SPECIAL RM1500 ONE-OFF PAYMENT TO ALL OF THE PUBLIC SERVANTS AND RM1000 IN EARLY JANUARY 2018, THE BALANCE DURING AIDILFITRI.”

ERA
THE
A

DUTA NORTH

FREEHOLD

Come experience a natural and bountiful Eden, sculpted from wetland sanctuaries. Hanging pavilions, lush jogging treks with tree-houses and shady trees, the landscape here is inspired by a natural wonderland.

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Malaysia Landscape Design Award 2016
by Institute of Landscape Architects Malaysia

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DEVELOPER: JKG Central Park Sdn Bhd (275514-M) | No.8, 3rd Floor, Jalan Segambut, 51200 Kuala Lumpur, Malaysia | Tel: 03 6195 1600
The ERA Sales Gallery, No.238, Jalan Segambut, Segambut, 51200 Kuala Lumpur

Developer: JKG Central Park Sdn Bhd (275514-M) | Address: No.8, 3rd Floor, Jalan Segambut, 51200 Kuala Lumpur, Malaysia | Tel No.: 03-6195 1600 • Developer License No.: 14682-1/03-2019/0229(L) | Validity Period: 30/03/2017 – 29/03/2019 | Advertising & Sales Permit No.: 14682-1/03-2019/0229(P) | Validity Period: 30/03/2017 – 29/03/2019 | Approving Authority for Building Plan: Dewan Bandaraya Kuala Lumpur | Building Plan Approval Ref: BP U1 OSC 2016 1593 | Expected Date of Completion: April 2020 | Land Tenure: Freehold | Restricted Interest: None | Encumbrances: Malayan Banking Berhad | Type: Serviced Residence | Total Unit: 921 unit – Type A(172 unit); Type B(255 unit); Type C(384 unit); Type E(88 unit); Type F(8 unit); Type G(10 unit); Type J(4 unit) | Built-up: 614sq.ft. – 2,928sq.ft. | Selling Price: RM 357,699 (min) – RM 2,307,900 (max)

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A Signature Development by

JKGLAND BUILT FOR LIFE

3 Show Units Available For Viewing

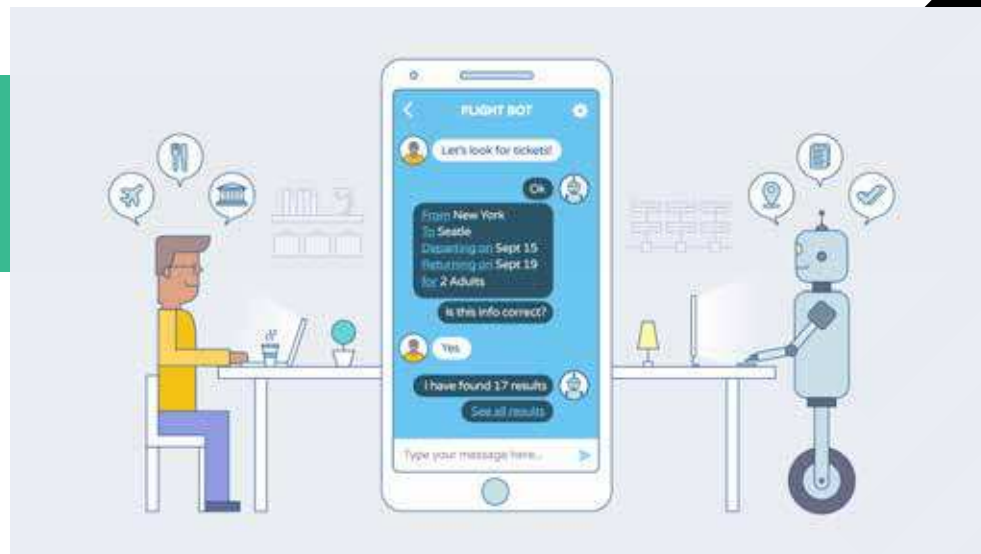
2018 COUNTDOWN

THE TOP TRENDS OF 2018

YOU WOULDN'T WANT TO MISS FOR YOUR BRANDING!

SOCIAL MEDIA TRENDS

Brands are trying in more ways than ever to connect with audiences across a range of social platforms. It is becoming harder for brands to catch our attention as competition increases and our attention spans have decreased to 8 seconds. Each day users scroll through 300 feet of content, giving brands a very small window of time to grab the users' attention. Therefore, how can your brand start building ideas that work for the speed of feed? Here are five key trends we believe will have the biggest impact on your social media strategy in 2018.



CHATBOTS TO FASTEN CUSTOMER SERVICE

Chatbots are no longer the robotic, clunky machines they once were. They are bots that are able to provide an instant connection with customers from all over the world - solving customer issues and even ordering pizza. Chatbots give brands the chance to interact quickly with their audience in a way that feels personal. As bots become smarter and more human-like you can customize your brand voice and send personalized messages directly to users.

EPHEMERAL CONTENT FOR BETTER ENGAGEMENT RATE

Snapchat, Instagram, and Facebook stories have led to the popularity of ephemeral content. Most ephemeral content is shared for up to 24 hours and then disappears forever. Brands not only create content for their social channel but have a separate strategy for their ephemeral content marketing.

Ephemeral content allows you to be more authentic and we are seeing many brands using their Instagram profile for their best, high-quality content and stories for more real-time content.



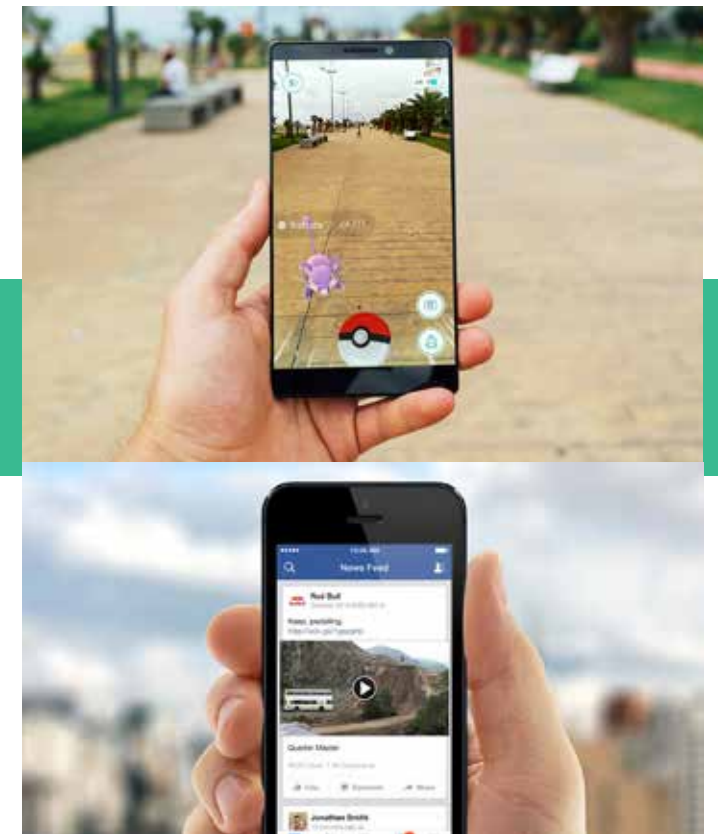
RISE OF AUGMENTED REALITY

The use of Augmented Reality on mobile devices provides a niche and engaging way for marketers to reach their target audience - it's quick, easy and very interactive. Similarly, brands could soon project their products into the homes of social media users through special filters. For example, IKEA rolled out 'Place' an app for users to preview furniture in their home before buying. This is a great way to increase conversions by showing customers how their products will look in the surroundings of their own home, before buying.

INFLUENCER MARKETING WILL CONTINUE TO TAKE OVER

Influencer marketing is not a new thing anymore. Due to the vast majority of marketers wanting to tap into the influencer market, there are far more challenges faced by agencies and brands. The popularity of influencer marketing has made it hard to know who to trust.

Consumers want authenticity from influencers, brands who seek to work with real influencers or industry experts will find a higher engagement rate.



VIDEO VIDEO VIDEO

In a mobile-first culture, video is the main consumption. In 2017 90 per cent of all content shared by users on social media is video. The biggest challenge is how you can capture your audience's attention in the first 3 seconds.

David Wilding, Head of Planning at Twitter said 'video isn't a strategy, it's a tactic. Before you dive into video you need a strategy behind what you're doing. Make clear objectives and don't just use video for the sake of it.'

We have seen Facebook, Snapchat, Instagram and Twitter all investing in video to help generate engagement and build followers. Use these tools such as Facebook Live and Instagram Live to create new and exciting content.

GRAPHIC DESIGN TRENDS

In the era of digital art, graphic design trends can evaporate as quickly as they emerged. What has been modern for the past few years may look entirely outdated in 2018. While some trends have stood the test of time, others have vanished in the blink of an eye only to make room for new modern looks. So, if you are looking for an antonym of boring, this would be – graphic design trends 2018.



THE “GLITCH” EFFECT

The corrupted image, i.e. the glitch effect, has been one of the most popular trends in the digital world lately. Apparently, what was once annoying for the spectator has now been turned into a truly wanted effect.

Obviously, horror movie fans have been familiar with this one for ages. Year 2018 is the year when corrupted images take over graphic design world, as well.

THE “RUINED” EFFECT

As far as we can tell, contemporary graphic designers have been obsessed with the “art of destroying”. Everything that includes splashing, scratching, ripping off, breaking or any other form of ruining the aesthetics of a composition is considered modern in 2018.

“COLOR CHANNELS” EFFECTS

Playing with color channels has been widely popular among designers. The technique allows designers to create great illusional effects. A holograph, a hallucination, a distorted reality... all of these are highly influential on the viewer which makes “Color channels” one of the top graphic design trends 2018.



DOUBLE EXPOSURE

We can say with confidence that 2018 will be the year of “double”. Double exposure has been a thing for several years now. Despite the fact that some designers have put this technique aside for a while, we definitely see a rise of double exposure designs which amaze the viewer.

COLORFUL 3D SUBSTANCE

Bright colors plus a 3D composition is an absolute winning combo for 2018. With so many graphic design trends fighting for the leading positions in 2018, bright colors are certainly on the top of the charts. And how can they not be when all the client wants is: “Make it pop!”



HAPPENINGS IN 2018



FIFA WORLD CUP
RUSSIA 2018



FIFA WORLD CUP 2018

14 Jun 2018 – 15 Jul 2018

Russia is the world's largest country with a population of over 140 million. More than half of the population are football fans or at least follow the sport occasionally. FIFA World Cup 2018 will take place in 11 Russian cities. Seven of the World Cup host cities – St. Petersburg, Moscow, Kazan, Ekaterinburg, Kaliningrad, Sochi, and Nizhny Novgorod – are among Russia's top ten tourist destinations. On the lead-up to the global championship, football will become a unifying idea for the whole country. Celebrations in all the host cities will be attended by well-known athletes, prominent politicians and famous actors. They are all united in their love of football.

GOLD COAST 2018 COMMONWEALTH GAMES

4 April 2018 – 15 April 2018

The 2018 Commonwealth Games, officially known as the **XXI Commonwealth Games** and commonly known as Gold Coast 2018, is an international multi-sport event for members of the Commonwealth that will be held on the Gold Coast, Queensland, Australia. It will be the fifth time Australia has hosted the Commonwealth Games.



ESL ONE GENTING 2018

26 January 2018 – 28 January 2018

ESL One Genting 2018, the first ever Malaysian Dota 2 Minor, will take place from January 26th to 28th in the prestigious Arena of Stars, which is part of the Genting Highlands Resort and feature sixteen of the world's best Dota 2 teams as they compete for a US\$400,000 prize pool and the ESL One trophy. As Malaysia's first official Minor, 400 invaluable points are up for grabs, creating an exciting atmosphere for players and fans alike.



WOMEN TO DRIVE IN SAUDI ARABIA

24 June 2018

Saudi Arabia announced that it would allow **women** to drive, ending a longstanding policy that has become a global symbol of the oppression of women in the ultraconservative kingdom.



MOVIES IN 2018



A WRINKLE IN TIME

Release Date: March 9

Based on the 1963 novel of the same name by Madeleine L'Engle, the film stars Oprah Winfrey, Reese Witherspoon, Mindy Kaling, Storm Reid, Zach Galifianakis and Chris Pine. After learning that her astrophysicist father is being held captive on a distant planet deep in the grip of a universe-spanning evil, Meg Murry works with her highly intelligent younger brother Charles Wallace, her classmate Calvin O'Keefe, and three astral travelers to save him.

TOMB RAIDER

Release Date: March 16

Alicia Vikander springs into action with a series of slick stunts as the heroine Lara Croft on the set of Tomb Raider reboot. The film tells about the first expedition of Lara Croft, in which she goes to complete her father's research and uncover ancient secrets capable of clearing her name. The film also stars Walton Goggins, Daniel Wu, and Dominic West.



THE NEW MUTANTS

Release Date: April 13

The New Mutants is an upcoming American superhero-horror film based on the Marvel Comics superhero team of the same name. It is intended to be the eleventh instalment in the X-Men film series. The film is being directed by Josh Boone from a screenplay by himself and Knate Lee, and stars Anya Taylor-Joy, Maisie Williams, Charlie Heaton, Henry Zaga, Blu Hunt, and Alice Braga. In The New Mutants, a group of young mutants held in a secret facility fight to save themselves.

AVENGERS: INFINITY WAR

Release Date: May 4

Intended to be the sequel to 2012's Marvel's The Avengers and 2015's Avengers: Age of Ultron, the nineteenth film in the Marvel Cinematic Universe (MCU) features an ensemble cast that includes Robert Downey Jr., Mark Ruffalo, Tom Hiddleston, Chris Evans, Chris Hemsworth, Jeremy Renner, Chris Pratt, Elizabeth Olsen, Benedict Cumberbatch, Cobie Smulders, Zoe Saldana, Vin Diesel, Dave Bautista, Bradley Cooper, Scarlett Johansson, Paul Rudd, and more. In this sequel, the Avengers join forces with the Guardians of the Galaxy to confront Thanos, who is trying to amass the Infinity Stones.

SCARFACE

Release Date: August 28

An updated film version of the iconic gangster film 'Scarface' is set to hit theaters in August 2018. Universal, which released the 1983 remake with Al Pacino and will release the 2018 film, characterized it as 'an explosive re-imagining.' The film will reportedly move the action to Los Angeles and tell the rags-to-riches gangster tale through the eyes of a Mexican immigrant.

INSIDIOUS: THE LAST KEY

Release Date: January 5

It is the fourth installment in the Insidious franchise, and the second chronologically following 2015's Insidious: Chapter 3. The film stars Lin Shaye, Leigh Whannell, Angus Sampson, Spencer Locke, Kirk Acevedo and Bruce Davison. After the events in the previous film, Elise Rainier goes on to investigate the recent supernatural disturbances occurring in a family's home in New Mexico, a house she used to live in in her youth, diving her deeper into The Further.



JURASSIC WORLD: A FALLEN KINGDOM

Release Date: June 22

It is a sequel to the 2015 film Jurassic World and is the fifth installment in the Jurassic Park film series. Chris Pratt, Bryce Dallas Howard and B. D. Wong will reprise their roles from the preceding movie Jurassic World and are joined by newcomers Toby Jones, Rafe Spall, Justice Smith, Daniella Pineda, Ted Levine, Geraldine Chaplin and James Cromwell; additionally, Jeff Goldblum will reprise his role as Dr. Ian Malcolm from the original film and its 1997 sequel.

AQUAMAN

Release Date: December 21

Aquaman will be the second live action theatrical film featuring the titular character, following his debut in 2017's Justice League. The film tells the story of Arthur Curry, the heir to the underwater kingdom of Atlantis, who must step forward to lead his people and to be a hero to the world.

MARY POPPINS RETURNS

Release Date: December 25

The sequel to the 1964 film Mary Poppins. The film stars Emily Blunt, Lin-Manuel Miranda, Ben Whishaw, Emily Mortimer, Pixie Davies, Joel Dawson, Nathanael Saleh, Julie Walters, Colin Firth and Meryl Streep. Set 25 years after the 1964 film, it will feature Mary Poppins, the former nanny of Jane and Michael Banks, re-visiting them after a family tragedy.



VIETNAM

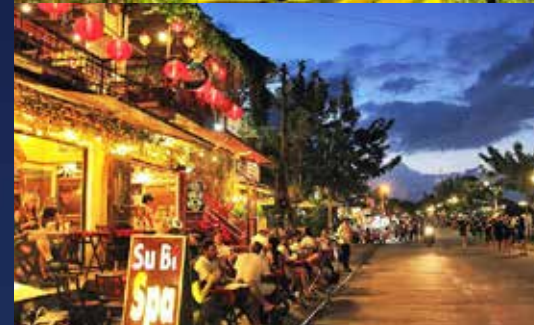
THE RISING STAR OF ASIA

BY JUSTIN CHEW

Vietnam is no stranger to the world. It is located in the eastern Indochina Peninsula in Southeast Asia, with Hanoi as its capital. The country's favorable location enables it to reach the world first-class active trade centers easier and more convenient. Almost all ASEAN capitals such as Singapore, Kuala Lumpur (Malaysia), Bangkok (Thailand), Manila (Philippines) as well as Hong Kong and Taiwan are within 3 hours by air from Hanoi and Ho Chi Minh City. Having a tropical climate, Vietnam is well known for its magnificent scenery and colorful hill tribes, wide terraced fields in the Red River Delta and Mekong River Deltas, to majestic mountains, and white sandy beaches. Vietnam, is one of the should-not-miss destinations in Asia.

In Vietnam, there is a perfect balance between its culture and its ancient architectures. Incorporating the influences of Chinese, French and American cultures, Vietnam has been left with a vivid legacy evident from the different cultures found in the character of its towns, as well as in the building designs and also its cuisine. The ancient town of Hoi An, once a major trading port, still maintain its architectural influences of the Asian merchants, while the broad boulevards of Hanoi and Ho Chi Minh City are reminiscent of the streets in France.

Vietnam is one of the most populous countries in the world with the population of over 91.1 million of which 25% are located in cities while the rest are based in rural areas. Population growth rate in Vietnam is 1.18% annually. The most populous cities in Vietnam are Ho Chi Minh City (8.7 million), and Hanoi (7.8 million). As a nation of 54 ethnic groups, Vietnam absolutely has a colorful culture with various traditional customs and cultural identities. Vietnamese culture is much affected by its main religions such as Confucianism, Taoism, Buddhism, Roman Catholicism, and Cao Dai. A large number of ancient temples and pagodas have been in existence across the country since ancient times.



The Must Dos in Vietnam

Astonishingly exotic and utterly compelling, Vietnam is a country of breathtaking natural beauty with a unique heritage, where travel quickly becomes addictive. Here are some of the must dos when visiting Vietnam:

• **Admire the pagodas** – Vietnam's most distinctive architecture can be seen in the pagodas, which can be found all over the country. Pagodas are used as shrines and temples and are treasured by the Vietnamese people.

• **Wander around Hanoi** – Vietnam's capital handsomely combines French colonialism with Eastern influences. Enjoy an afternoon exploring the narrow streets of the Old Quarter or visit the countless temples and galleries dotted around this bustling city. Don't miss the history museum, which showcases artifacts from Vietnam's colorful history and the Ho Chi Minh City Mausoleum.

• **Relax or find adventure in Dalat** – Dalat is nestled in the hills of the Central Highlands and is popular with tourists who want to relax in the mountain air, so people flock here for serenity. Others go to Dalat to participate in a host of adventure sports that happen within a naturally beautiful backdrop.

• **Tour the Mekong Delta** – The delta is a 60,000km long web of interconnected waterways, which span across three Vietnamese provinces. The area is filled with small craft villages, Khmer Pagodas, mangroves, orchards and the trademark floating markets.

• **Crawl through the Cu Chi Tunnels** – Crawl through the extensive network of nearly 500 km of tunnels utilized by the Viet Cong in the war with the USA in the 1960s.

• **Visit Cuc Phuong National Park** – About 120km southwest of Hanoi lies Vietnam's first National Park, Cuc Phuong. Covering 222 sq km, this place is home to over 2,000 species of trees and some truly rare wildlife including the Clouded Leopard, Delacour's Langur and Owston's Civet.

• **Hang out in Hoi An** – Hoi An is one of the most popular destinations for tourists traveling to the country. The place is packed with historical homes and buildings and quaint cafes. It's small and great for walking, shopping, eating, nearby beaches, and relaxing by the river.

• **Explore Ho Chi Minh City** – Also known as Saigon, Ho Chi Minh City is Vietnam's largest city and is definitely worth exploring. Like most cities in Vietnam, you'll be met with the roar of motorbikes zooming through colonial streets. The Ben Thanh market is a must-see for amazing food and there is a great buzz of activity within the place.

• **Hike in Halong Bay** – More than 3,000 islands sit within the emerald green waters of Halong Bay, one of the country's most popular tourist destinations. Cat Ba Island has great for hiking and many tourists find themselves taking one of the cave tours.

• **Check out the rice terraces** – Outside of connections to the Vietnam War, the stereotypical image of Vietnam is of the many rice paddies. You can find these in the Muong Hoa Valley.



THE RISING STAR

Vietnam is considered to be one of the fastest and relatively stable-growing economies in Asia over the past years. The country was seen to have weathered the global financial crisis well with encouraging macro-economic indicators observed in 2009 and 2010. Recent years observed the effort of the Vietnamese Government in boosting international economic integration through its participation in many free trade agreements/communities such as the World Trade Organization (WTO), the Eurasian Economic Union, the European Union, the ASEAN Economic Community (AEC) and the TransPacific Partnership (TPP). This led to a significantly increasing FDI year on year. With a stable political environment, low labour and operating costs, as well as promising economic prospects, Vietnam presents a dynamic market and an attractive destination for both foreign and private investors to participate in the economy.

Highlight of 2017

For the second time in its history, Vietnam is set to host the Asia-Pacific Economic Cooperation (APEC) summit and related activities in November 2017. Focusing on the overarching theme of "Creating New Dynamism, Fostering a Shared Future", the summit also offers Vietnam an opportunity to showcase itself as a business tourism and conference destination. This has prompted the government to invest in several new infrastructure projects in Da Nang, which will host the final event, the APEC Economic Leaders' Summit.

Strong Economy

Vietnam's real GDP achieved an average growth rate of 7.3% in the period of 2005-2009 before it declined to 5.3% in 2009 due to the global financial crisis which started in 2008. Recovery began in 2012, with GDP growth gradually increasing and reaching 6% in 2014. Despite

the global trade recession and China's economic growth slowing down, which impacted most parts of Southeast Asia, Vietnam proved to be resilient to the turbulences and still scored a growth rate of 6.2% in 2016. Vietnam's economic growth prospects are forecasted to remain positive in the forthcoming years. According to the EIU report, the growth rate is forecasted to accelerate at a rate of between 6.6% and 6.8% during the period 2017-2018. The country's economic growth will be underpinned by rising consumption, increased foreign direct investment, robust export performance, deeper integration into global economy and improvements of the regulation system.

Today Vietnam is seen as an emerging market in one of the world's most dynamic economies, offering a variety of attractive business opportunities to both domestic and foreign investors. Here are reasons why Vietnam is a good investment for investors:

Security and political environment

In a region of the world where some countries remain vulnerable to political and economic instability, Vietnam has benefited from its stable government and social structure, making it an ideal place for capital investment.

Strategic geographic location

Located in the cradle of Southeast Asia, Vietnam's strategic geographical location serves as a launching pad and caters to the largest population of people on earth (the combined populations of ASEAN along with China, Japan, South Korea and Chinese Taipei account for over 2 billion people).

High economic growth

Vietnam remains one of the fastest-growing Asian

"TODAY VIETNAM IS SEEN AS AN EMERGING MARKET BELONGING TO THE WORLD'S MOST DYNAMIC ECONOMIES, OFFERING A VARIETY OF ATTRACTIVE BUSINESS OPPORTUNITIES TO BOTH DOMESTIC AND FOREIGN INVESTORS"



economies with high GDP growth in recent years, based on the power of FDI & the private sector.

Young and energetic population

Vietnam has a population of 91.1 million people (13th largest in the world) and is expected to grow to 100 million in 2020 with an annual growth rate of 1.2%. Over 50% of the population is 25 years or below.

Possessing, highly skilled, young workers with an extraordinary work ethic and literacy rate of more than 90%, the Vietnamese are equipped with a high level of education and are prepared to serve in high skilled industries like information technology, pharmaceuticals and financial services, at a more competitive cost than other countries in the region.

Abundant resources

Since it began offshore oil exploration in the 1970s, Vietnam has become a net exporter of crude oil, while gas and petroleum reserves, coal reserves, and the harnessing of hydropower electricity provide other readily available sources of power. Minerals located in Vietnam include iron ore, tin, copper, lead, zinc, nickel, manganese, marble, titanium, tungsten, bauxite, graphite, mica, silica sand, and limestone. In addition, Vietnam has played a significant role in the exportation of agricultural products to the world markets as the world's largest exporter of pepper, second largest exporter of coffee and rice, and third largest exporter of cashew nuts, among other products.

Active global integration

Before joining WTO Vietnam had demonstrated continued efforts in achieving high GDP growth, liberalizing its market and transforming its regulatory environment. Vietnam officially became a member of ASEAN, joined the ASEAN Free Trade Area (AFTA) and became the WTO's 150th member on 11th January 2007.

To add new chapters to its success story, the Vietnamese government is continuing to revitalize its business and investment climate. One way it is doing this is its work on three "strategic breakthroughs": putting in place market economy institutions and a legal framework; building an advanced and integrated infrastructure, particularly transport; and developing a quality workforce. These should all be completed by 2020.

In the medium and long term, Vietnam will continue in its efforts to attract and efficiently use FDI inflows to advance socio-economic development. The country will target "high quality" FDI inflows, focusing on FDI projects that use advanced and environmentally friendly technologies, and use natural resources in a sustainable way. It will also target projects with competitive products that could be part of the global production network and value chain.

BRAND VIETNAM



The “brand” of a country has a direct impact on the wealth of the nation and its ability to compete and grow in the global economy. A strong nation brand helps in differentiating a nation's output and gives it a leg up in competing for financing, top talent and tourism. It can be leveraged by sub-brands within a nation, both public and private, to grow GDP and to help develop resiliency in a nation's industries during a downturn. Vietnam is where it is today because of its successful brands which are the main drivers of its economy and attributes to what makes Vietnam a fast growing nation. To celebrate a new chapter of their success, here are some of Vietnam's great brands:

Vingroup

Vingroup is Vietnam's largest real estate company and deals in a wide range of properties, including houses, shopping malls, hotels, golf courses and hospitals. The company has enhanced its brand cachet by targeting its Vincom shopping malls and Vincom Village residential areas at affluent customers.

Vinamilk

Vinamilk is the largest dairy company in Vietnam. The company was established in 1976 as the state-owned Southern Coffee-Dairy Company. They produce and distribute condensed milk, powdered milk, fresh milk, soya milk, yogurts, ice-cream, cheese, fruit juice, coffee and other products derived from milk.

VietJet

VietJet is an international low-cost airline from Vietnam. It was the first privately owned new-age airline to be established in Vietnam. The airline became the second private airline to offer domestic service in Vietnam, as well as the fifth airline overall to offer civil domestic flights.

FPT Group

FPT, former The Corporation for Financing and Promoting Technology, is the largest information technology service company in Vietnam with its core business focusing on the provision of IT-related services

Viettel

Viettel is Vietnam's largest mobile network operator. It is a state-owned enterprise wholly owned and operated by the Ministry of Defence and the first state-owned operator that accepted Google Play payments.



VNPT Group

Vietnam Posts and Telecommunications Group, commonly abbreviated as VNPT, is a telecommunications company, owned by the Vietnamese Government, and the national post office of Vietnam.

BIDV Bank

The Joint Stock Commercial Bank for Investment and Development of Vietnam is a large state-owned bank in Vietnam. It is the country's number one bank in net income and the second biggest bank by assets as of 2012, behind Agribank.

Trung Nguyen Coffee

Trung Nguyen is the largest and domestic coffee brand within Vietnam, and exports its products to more than 60 countries, including major markets such as G7 countries, United States, European Union, United Kingdom, Germany, China, Canada, Russia, Japan, Dubai and ASEAN.

PetroVietnam

PetroVietnam has developed rapidly since it was established in 1977 and its activities are from oil and gas exploration and production to storage, processing, transportation, distribution and services.

CT Group

CT Group established since 1992, has been known as the symbol of a young, dynamic and diversified community who made a long step toward the new century. Presently, its key-businesses focuses on 6 attractive sectors: Real Estate, Hi-end Retail, Construction, Corporate Finance, Food & Beverage - Entertainment & Education - Health Services, Plantation - Mining & Eco-Tourism.



THE FUTURE OF E-MOTORSPORTS AND THE LEGACY OF SEPANG INTERNATIONAL CIRCUIT.



BY GERALD CHUAH

It was a busy month for F1 enthusiasts in Malaysia. The most anticipated international race car event – the Formula 1 in Sepang, sadly came to an end on October 1, 2017, after putting Malaysia on the map of the world over the past 18 years.

More than 110,000 fans came out in full force wearing shirts bearing the insignia of their favorite teams to support the final Malaysian GP, despite the dark clouds and intermittent rain to be part of the historic event.

In the thrilling competition, 20-year-old Max Verstappen (Red Bull) emerged the champion, followed by Lewis Hamilton (Mercedes) in second placing, while Daniel Ricciardo (Red Bull) took third placing.

MERCEDES-AMG'S 50TH ANNIVERSARY

In the mood of the occasion, the town was abuzz with activities to usher in the last F1. Mercedes-Benz organized an F1 party at a warehouse at Jalan Chan Sow Lin, Kuala Lumpur to celebrate 50 years of AMG.

The dimly lit, rustic venue offered a stark contrast to Mercedes latest edition sports cars, stacked in a unique showcase with containers placed near the entrance. As the highlight of the evening, Mercedes-Benz Malaysia Vice President Sales and Marketing (Passenger Cars) Mark Raine spoke about the premium carmaker's prospects and shed light on upcoming model launches, before unveiling the latest Mercedes-AMG E 63 S 4MATIC. Legendary F1 driver Lewis Hamilton was also present to wow the 1000-strong crowd, comprising Mercedes car owners.

RACEROOM RACING

At KLCC, right in front of the Twin Towers, the RaceRoom eMotorsports competition was underway from September 23 to October 1, 2017.

Organized by RaceRoom Entertainment Sdn Bhd, the racing competition was held in partnership with Petronas as the main sponsor and presenter, Sepang International Circuit Sdn Bhd, and KW Automotive Suspension.

Opened to the public, the eMotorSports challenge was held at a makeshift outdoor arena in KLCC at the prominent Esplanade, in front of the Twin Towers. The event attracted ardent fans and onlookers to see who can clock the fastest time on the state-of-the-art racing simulators equipped with wide-screen monitors, racing seats, high-tech steering wheels and pedal units to provide an incomparably realistic driving experience.

Executive Chairman Tan Sri Rainer Althoff said RaceRoom is a perfect platform and opportunity to bring together young talents, motorsport enthusiasts, and gamers to enjoy a thrilling multiplayer-race against their friends, and set the fastest lap time on the virtual racetrack.

"eMotorSports is more than just a game. It is the future of racing, suited for Malaysian youths. Now everyone can race,

"It is also a timely event in light of the last Petronas F1, as a digital life-extension of the iconic Sepang International Circuit, so we can continue to host many more Mercedes AMG PETRONAS Motorsport championships in the future," said Althoff.



THE WINNERS

During the finals on Sept 29, there were two elimination rounds where the top 20 qualifiers have to battle it out for a chance to win grandstand tickets to the Malaysian GP.

In the final round, emcee Ezra Low kept it real by giving a powerful turn-by-turn commentary on the virtual race, as the last 10 finalists raced to the finish line to compete for the grand prize.

The game was both challenging and entertaining. All eyes were glued on the big screen as Ayman Aqeem, Aiman Haziq, and M. Ibrahim battled it out on the digital race track, in a neck-to-neck competition with long straights followed by tight and slow corners.

Finally Ayman emerged the winner as he conquered the digital tarmac with incredibly fast corner combinations and some technical turns, followed by Aiman and Ibrahim. The trio took the top 3 positions, and won grandstand tickets to the Petronas F1 Championship.

KW AUTOMOTIVE

Following the announcement of the winners, there was another event nearby -- The BrandLaureate Awards presentation to the founder of RaceRoom Klaus Wohlfarth from Germany, at Chinoz on the Park, KLCC.

Wohlfarth who is the managing director and founder of KW Automotive GmbH won The BrandLaureate Business Entrepreneur Brand ICON Leadership Award 2017.

Founded in 1992, with a its main factory based in Fichtenberg, Germany, KW Automotive specializes in the

development, production and distribution of innovative chassis technology for road and racing applications.

Today, the company is an international player and market leader with a huge catalog of high-quality automotive suspension products and solutions.

Also present at the awards ceremony was President and CEO of The BrandLaureate DrKKJohan and Chew Bee Peng, and CEO of RaceRoom Malaysia Sdn Bhd Jason Chong.

THE FUTURE OF eMOTORSPORTS

During his speech, Althoff said all good things must come to an end. He feels sad that this years' F1 race in Sepang is the last after almost 20 years of great success.

However, all is not lost. What better way to preserve the Sepang International Circuit than through RaceRoom virtual racing game where millions of fans around the world can continue to compete, long after the Sepang F1 race is over.

"Thanks to our close relationship with Hermann Tilke, a German engineer, race driver and circuit designer, who has designed numerous F1 motor racing circuits; we were able to rebuild the Sepang track based on data from the track architect to ensure the accuracy of the layout and surroundings -- with high quality imagery, to high-definition sounds of the cars, complete with twists and turns, asphalt gradients and dips, and sponsors' signboards."

Althoff said eMotorSports is more than just a game. "This is the future of racing. By gamifying and digitizing the Sepang circuit, the race track is now preserved for future

generations. Now everybody can race online with the Mercedes AMG PETRONAS FRX17 car in the confines of their living room."

"We will continue to promote this virtual racing in Malaysia and around the world, where car enthusiasts can come together and compete online with more virtual tracks to be made available in the near future."

ABOUT RACEROOM ENTERTAINMENT

RaceRoom Entertainment AG (R3E), registered in Rotkreuz, Switzerland is the leading free-to-play motorsport simulation for PC, and has access point to international race car series, as well as legendary race cars, and world-renowned race tracks.

The entertainment company with production facilities in Germany and Sweden is the central publisher, licensor and main contractor for RaceRoom, and is responsible for the development and production of their hardware systems.

RaceRoom Entertainment Sdn Bhd, spearheaded by Tan Sri Rainer Althoff is the Malaysian subsidiary of the company, with its office and development lab located at Unit 5.06, Level 5, Menara LGB, No. 1, Jalan Wan Kadir, Taman Tun Dr. Ismail, Kuala Lumpur.

Watch a replay of RaceRoom's e-motor sport challenge at KLCC on September 29 at: <https://www.youtube.com/user/RaceRoomRacing>.

For more information visit www.facebook.com/raceroommalaysia

**"WITH RACEROOM
VIRTUAL RACING GAME,
MILLIONS OF FANS
AROUND THE WORLD
CAN CONTINUE TO
COMPETE, LONG AFTER
THE SEPANG F1 RACE."**



WOMENFEST MALAYSIA

FASHION.
BEAUTY.
LIFESTYLE.

BY AIN MC

The biggest fashion and beauty festival for women – WomenFest Malaysia (WFM), is also the first ever event especially targeted for women in Malaysia. The brainchild of the creators at Firm Motion Sdn Bhd, a locally-based total solutions provider for events and design, the festival is in collaboration with the Ministry of Women, Family and Community Development (KPWKM), Malaysia External Trade Development Corporation (MATRADE), and Limkokwing University of Creative Technology, with event support from numerous big brands, namely Women's Weekly, Cosmopolitan, Audi Euromobile, Nails on Wheels, and Astro Mix FM, just to name a few.

WFM features a fashion, beauty and lifestyle marketplace, where women in entrepreneurship and traders showcase start-up brands focusing on the latest trends. Meanwhile, on the consumers' end, this platform caters for urban women in the Klang Valley who contribute generously to the Malaysian economic growth, to encourage exploration of the new local brands available. This event spots the latest styles in designed apparel, accessories, cosmetics and other women related products, with over 100 retail brands are expected to partake, be it local brands as well as brand participation from Indonesia and Singapore.

Firm Motion, the company behind the remarkable idea of gathering women alike under one roof is actually a company under Gen-Y Youth Development Program mentored by Serba Dinamik Holdings Berhad. Serba Dinamik is a group that empowers women in the organisation to explore, discover and pursue business opportunities to create more woman entrepreneurs in the market. This program targets to nurture, develop and polish these young talented people to become successful business owners locally and eventually to conquer the global market. Serba Dinamik is on a special mission to promote this program and envisions more youth will take the opportunities to discover their flair in business which is crucial to the economic development of the country. We had our opportunity to learn more about the idea behind WomenFest and its mission and vision through the Director of Firm Motion, Sofia Qaisara Chan.



“WOMENFEST CAME TO BE AS WE REALISE THAT WOMEN IN ENTREPRENEURSHIP HAS BEEN EVIDENTLY AN IMPORTANT SOURCE OF MALAYSIA'S ECONOMIC GROWTH”

Can you tell us story behind the inception of WomenFest?

WomenFest came to be as we realise that women in entrepreneurship has been evidently an important source of Malaysia's economic growth. Women entrepreneurs create new jobs for themselves and others. Year in and year out, there has been an increasing number of women entrepreneurs especially so in the fashion and beauty industries.

Despite the fact, only a minority of the women entrepreneurs has the financial capability to set up a physical store to showcase their designs and products. Hence, most independent start-ups resort to merchandise their products through online platform which are cost-savvy and easily accessed.

However, we recognise the buying behaviour of the local publics is such that they prefer to hold products physically before purchasing. The locals are also less likely to explore a new local brand without any guarantee on the quality for the price they pay.

We aspire to further expand and support the women entrepreneurs by providing a platform for women entrepreneurs in the fashion and beauty industry to showcase the fusion of fashion and beauty that caters for urban women in Klang Valley.

With the central theme 'Educating the locals of the Local Designers and Retailers', we aspire WomenFest to be the first fashion and beauty marketplace in Klang Valley by creating an avenue for the locals to explore the local brands in the market.

Why cater specifically to 'women' and why is it different from any other existing brand festivals?

WomenFest is targeted specifically to all women regardless of race and religion. The festival is created to unite our women and provide an opportunity for our women to let loose and have fun over the weekend.

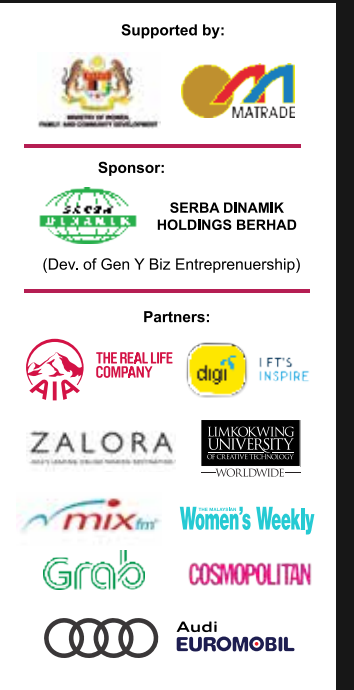
It is not by coincidence, WomenFest Malaysia falls on the same month as Pink October. Our team has handpicked the date in conjunction with Pink October to show our support for the campaign. We see WomenFest as a very suitable support platform for Pink Ribbon Wellness Foundation and LPPKN to conduct public education and awareness programmes to educate the public concerning the importance of breast health. Hence why WomenFest caters specifically to women. However, we do not restrict men from participating in WomenFest as we believe men should also support this cause i: women empowerment and breast cancer awareness campaign.

WomenFest focuses on women empowerment and it will be the 1st biggest Fashion, Beauty and Lifestyle for women in Malaysia. WomenFest features indoor marketplace, fashion and beauty workshop and tutorials, breast cancer related talk and experience sharing by breast cancer's survivor, best dress contest, pampering sessions powered by Nails on Wheels, Free breast cancer check-up, lucky draw station and variety selection of foodtrucks by Tapak and Asian Taste.

What is your mission in creating such platforms for women and what outcomes do you expect out of the festival?

The main objective of WomenFest is to provide public recognition and exposure to our women entrepreneurs by increasing brand awareness of public visitors to the product designed and curated by women entrepreneurs. Most importantly, the event will raise awareness of the brands in an accessible and embracing atmosphere for many people who have not yet been exposed to the industry.

We believe WomenFest will not only boost the confidence of women, but also encourage the participation and involvement of our Malaysian women in entrepreneurship. From WomenFest, we seek to prepare and expand equal opportunity to all women entrepreneurs in Malaysia to increase the brand recognition and products of their very own designs. For all we know, WomenFest has the potential



**28-29
OCT 2017
10am-11pm**

MATRADE
MECC - JALAN DUTA

f t i
womenfest.my

WOMENFEST

**FASHION • BEAUTY • LIFESTYLE
FESTIVAL**

In conjunction with:

Pink October

More than
100
Brands
Available

Prizes to be
won
RM 100000
Hadiah untuk
dimenangi



to provide a platform for local women entrepreneurs in becoming successful entrepreneurs locally and globally.

There has been a lot of issues and concerns with regards to women today; the lack of support and recognition, the discrimination at work – how do you think WomenFest is able to change those negative perceptions and notions?

We aspire for WomenFest to be an avenue for women to showcase their talent in every aspect such as entrepreneurship, creativity, innovation just to name a few. Women should be able to do whatever they like. The fact that they are married, a mother, a breast cancer survivor, a divorcee or a single mother should not be the social stigma to stop them from rising to shape and contribute to the Malaysia's economy.

All women who aspire to do their own business deserve to get the support and encouragement to venture into entrepreneurship. We aim to promote self-improvement, independence and confidence by women in contributing to the society as a whole. We are concerned on the need of increased awareness and activism surrounding women including women's health issues especially the breast cancer awareness movement.

What are your challenges prior to making it happen for WomenFest?

We have faced various challenges prior to making it happen for WomenFest as it is the first festival. We noticed that the community we are living in right now are very business oriented and lost touch to charity cause. Despite WomenFest is supporting a good cause i.e women empowerment and breast cancer awareness, it was difficult to obtain the financial support.

However, we are very honoured and pleased for the support of WomenFest Malaysia 2017 collaborating partners and sponsors, Ministry of Women, Family and Community Development, MATRADE, SerbaDinamik Holdings Berhad, Audi Euromobil, LimKokWing University, AIA Berhad, BlulncBerhad, Digi Malaysia, Zalora Malaysia, Mix FM, Nails On Wheels, for believing in WomenFest and its movement. They have been very supportive of WomenFest from the start.

What are the brands participating in the festival and how does Firm Motion come up with the choices?

The brands featured in WomenFest is a combination of local designer brands that are already well-established, brands that are currently thriving in the market as well as brands that are new and trending in the local scene. All of the participating brands deserve to be supported regardless of their size and years of presence in the market. Hence, WomenFest is the umbrella for these local brands as most of them are products of high quality but lack recognition.

What is something new that WomenFest can bring to not just the women out there but to the whole sphere of shoppers outside when they visit the festival?

From the beginning, we wanted WomenFest to be a different festival, not just any other shopping event. We are very persistent to add value into WomenFest by giving the experience for the shoppers that join the festival. We want the shoppers to come for the experience! It must be fun and relaxing hence, the pampering area and foodtruck scene. We ensure that there is a reason for the shoppers to stay in the festival. Hence why we also provide the opportunity for

women shoppers to get free medical examination as well as to educate both women and men (to support their love ones) of the importance of pre-detection for breast cancer in women.

Do you think the reception towards woman entrepreneurs are far better now as compared to a few years back?

Based on the Department of Statistics in 2013, about 19.7 per cent of all Malaysian small-and medium-enterprises (SMEs) are owned by women. Being a woman myself, I know how difficult is for us to be recognized to be at par with our male counterparts, we always have to run the extra mile in this male dominated world while at the same time juggling our family and work commitments. In recent years, a good number of women entrepreneurs started their businesses through online platform, with the help of their spouse, family members or friends. From the support, these women managed to begin their business on a modest scale but armed with big aspirations and motivation.

However, despite the reception towards women entrepreneurs are far better now as compared to a few years back, we are lacking of physical platform and opportunities for them to market their products to a wider range of market. We also envisioned for our women entrepreneurs to be guided and equipped with knowledge and right skills to help them to master the export game to carve a niche in the export market. We will work closely with MATRADE in future to materialise this vision.

What do you expect to change or to bring for the next WomenFest?

We hope to unite more women entrepreneurs under the roof of WomenFest Malaysia 2018. We hope to continue to uplift our mission towards enhancing opportunities to women owned businesses. We hope for the next WomenFest we will be able to approach entrepreneurship based agencies or organisations as well as corporate brands so that we can set up a fund for women entrepreneurs who needed the extra funding to build or expand their business.

For the next WomenFest, we also hope we can introduce our local brands to international buyers who are sourcing products from Malaysia so that they can look beyond the familiar boundaries of the domestic sales and market.

ALIA BASTAMAM

One of Malaysia's best fashion designers and her eponymous label of sensual feminine designs, the design aesthetic of Alia Bastamam brings a cool, comfortable and up-to-date culture into the glamorous idea of fashion.

The influx of 'womenpreneurs' are its peak right now and will continue to grow even more and I have a lot of respect for the amazing women out there who dared to be different and are the driving forces of their fields. And as a designer, I am empowered and humbled at the same time for taking on this role and being a part of making women look and feel amazing – when you wear something that makes you feel good, your confidence shines through and you'll be ready to take on anything!

WomenFest serves as a platform for us women to connect and exchange ideas with each other and I am also taking part in support of a cause that's very close to my heart -WomenFest is collaborating with the Breast Cancer Welfare Agencies in Malaysia for the Pink October campaign.

KULET

KULET reflects a sense of effortless and sophisticated aesthetic, focusing on timeless designs. The KULET GIRL is a modern day woman who appreciates subtle fashion styling, that emphasizes on comfort and wearability.

We've seen an increase in women entrepreneurs in Malaysia in the past few years. It has gotten a lot of support and positive attention from not only consumers but from the government as well. Which we believe is a greatly contributes to better buying power overall. Although we do not focus on promoting the women entrepreneur element as part of our selling point, we believe that consumers are keen to support our brand and this has definitely helped our business to grow.

When we first learnt of WomenFest, we loved the direction of this event. They are supporting a very great cause which we have always wanted to be a part of. As KULET focuses on being an e-commerce brand, it great opportunity for us to meet our existing customers, and it will be great exposure for the brand to reach a wider audience. We hope through this event, we will not only have a successful sales experience, but to also create a good relationship with the organisers and fellow vendors.

SHALS

SHALS

Reflecting the sense of relaxed and timeless elegance of reinvented classics for wardrobe essentials, SHALS range of ready to wear, accessories and handbags are thoughtfully made to last beyond the season bearing in mind functionality and practicality.

I can say that the role of women entrepreneurs is highly important and that it is crucial for all women to support each other collaboratively in order to keep on giving good impacts that help boost Malaysia's economy. Nowadays, a lot of 'womenpreneurs' are motivated to take a step further in becoming their own boss through creativity and innovations. Be it housewives or lady boss of top start-ups, women are starting to realise the importance of their contributions on the economy.

For me, SHALS's contributions are through how the brand inspire women out there to believe in themselves and let them know that they can achieve anything if they believe enough. When we make people believe and ambitious, new entrepreneurs will bring new ideas to the table spurring innovations and injecting competition thus contributing to economic dynamism. We might be a small brand thriving to evolve, but together with other brands and startups we can play a significant role in economic growth. So, let us all play our role in nurturing the entrepreneurship ecosystem and make our contribution in building towards a prosperous society.

That's You

DATO' WAH IDRIS ON THE MAKING OF BRANDLAUREATE'S THEME SONG.

BY GERALD CHUAH

FOR many years, it has been the dream of The BrandLaureate to come out with its own corporate theme song, to share its vision and mission to promote excellence in the world through the power of Brands and Branding.

After months of planning, it finally unveiled its theme song for the first time in public, during the prestigious BrandLaureate ICON Leadership Awards at Majestic Hotel Kuala Lumpur on August 28, 2017.

The song simply titled: "That's You", was beautifully composed and performed by none other than Dato' Wah Idris, a reknown Malaysian composer, singer and songwriter, famous for his signature tune 'Malaysia Truly Asia,' for Tourism Malaysia many years ago, which puts Malaysia on the map of the world.

POSITIVE RESPONSE

During the night's performance, Dato' Wah, dressed in a maroon jacket, performed like a rock star, accompanied by a grand piano and backup singers. Recounting his performance that night, Dato' Wah said he was thrilled beyond words.

"It was simply fantastic! I can't find the words to describe it. I could feel the energy in a room and I was overjoyed with the positive response,

"I thank God that we made it, and it will certainly be a night to remember for a long, long time," as he recounted the event.

CATCHY TUNE

The catchy and upbeat song was an instant crowd puller. Unlike the usual run-of-the-mill corporate theme songs with repetitive slogans, 'That's You' is a more personable song as it has a down-to-earth message that everyone can sing and relate to.

Although Dato' Wah has written countless songs during his 35-year music career, the veteran singer-songwriter still finds The BrandLaureate theme song both challenging and inspiring.

"The starting point is to come out with a nice melody structure that people can sing and hum to. The song must also have a memorable and inspiring message that people can relate to, and what better person to pen the lyrics than DrKKJohan, the President of The BrandLaureate himself."

YOU ARE THE BRAND

Dato' Wah said in writing the song, he puts himself in the awardees shoes to reflect on what it takes to become a great brand, and 'Prove to the World that You are the One,' as the lyrics say,

"Unlike most company theme songs which are too serious about their brand name and corporate identity, 'That's You' talks about the people as the originator and inspiration behind successful Brands, simply because 'You are The Brand'"

It also exemplifies The BrandLaureate Awards as a shining example and epitome of Brands and Branding success, having created a wow factor in the branding awards industry.

POSITIVE INFLUENCE

Moving forward, Dato' Wah said he plans to get the song on the airwaves to reach a greater audience both locally and abroad, as he sees great potential to further promote The BrandLaureate theme song.

On what it takes to come out with global hits, Dato' Wah said: "Through songs, we can create the moments and the emotions. There are sad songs, fun song, and hilarious songs, but at the end of the day being positive is the key,

"As a song writer, I have to think about how to inspire people because a well-written song will go a long way towards creating a lasting impact and positive impression on people's lives,

"Last but not least, I wish to thank The BrandLaureate for the chance to contribute to its successful theme song. I look forward for more opportunities to work together and produce more great songs like this in the near future."

THAT'S YOU (LYRICS)

1ST VERSE

THIS IS A SONG, IT'S MEANT FOR YOU
FOR SO MANY YEARS, YOU'VE GONE AND BEEN THRU
WAKE UP AND SEE FOR YOURSELF
WHAT THE WORLD CAN OFFER YOU
THANK YOU GOD, WE BELIEVE IN YOU

CHORUS

CAN YOU FEEL IT
CAN YOU SEE IT
YOU ARE THE BRAND
WINNING MEANS YOU YOU'RE NOT AFRAID OF ANYONE... ONE... ONE... ONE...
COME ON, BE BRAVE
PROVE TO THE WORLD.. THAT'S WHY YOU ARE THE ONE
CREATE IT, MAKE IT
BRAND IT TO BE THE BEST

THERE'S SOMETHING SPECIAL THAT'S YOU
WOO-OO-UH... WOO-OO-UH... WOO-OO-OO-OO-OO-UH

2ND VERSE

NOW IT'S THE TIME, FOR ALL OF YOU
SHOW TO THE WORLD, BRAND LAUREATE IS YOU
PICK UP THE LADDER AND CLIMB AND MAKE YOUR DREAMS COME TRUE
O THANK YOU GOD, FOR MAKING IT TRUE

CHORUS

CAN YOU FEEL IT
CAN YOU SEE IT
YOU ARE THE BRAND
WINNING MEANS YOU YOU'RE NOT AFRAID OF ANYONE... ONE... ONE... ONE...
COME ON, BE BRAVE
PROVE TO THE WORLD.. THAT'S WHY YOU ARE THE ONE
CREATE IT, MAKE IT
BRAND IT TO BE THE BEST (BEST... BEST... BEST...)

CAN YOU FEEL IT
CAN YOU SEE IT
YOU ARE THE BRAND
WINNING MEANS YOU YOU'RE NOT AFRAID OF ANYONE... ONE... ONE... ONE...
COME ON, BE BRAVE
PROVE TO THE WORLD.. THAT'S WHY YOU ARE THE ONE
CREATE IT, MAKE IT
BRAND IT TO BE THE BEST
BE STRONG, BE GREAT, BE THE ONE... THAT'S YOU

COMPOSER: DATO' WAH IDRIS





INSTITUT ONN JAAFAR

CHAMPIONING YOUTH MOVEMENT

BY AIN MC

Institut Onn Jaafar (IOJ) might be young in their years of expertise but the organization had definitely touched many hearts.

Just like the figure it was named after, Institut Onn Jaafar had the foresight and vision of building a united nation made out of our diversity of races, religions, languages and cultures – exactly one of the values Onn Jaafar had hold dearly to his heart.

With the aims to recruit, mobilise and be an avenue for volunteers and to also promote the idea of volunteerism through a network that spans the entire nation, Institut Onn Jaafar is now becoming the leading platform showcasing inclusiveness of all races, religions and cultures, and which that can be used for the greater good.

Speaking to the frontrunner of the non-governmental organization, Chief Executive Officer Mr. Charles Mohan, we

dive deep into the inception of Institut Onn Jaafar and how it is championing youth involvement in today's society development.

An Artless Platform

Institut Onn Jaafar was launched in September 2014 by its patron, Dato' Seri Hishammudin Hussein. The objectives of the institute are to help the poor and vulnerable people by making a difference in their lives whilst at the same time the institute works as a mechanism to expose Malaysian youths in helping the said group of people.

Initially, IOJ had mainly focused on the homeless and the elderly people of the poor and vulnerable group but after 3 years, IOJ has now become more structured and thus they are now focusing more on the children that come under the category of poor and vulnerable people such as homeless children, children of single parents with financial difficulties and alike.

“OUR VISION IS TO BECOME ONE OF THE MOST OUTSTANDING NGOS IN MALAYSIA, SPECIFICALLY HELPING THE POOR AND VULNERABLE PEOPLE ON A MULTIRACIAL CONTEXT. DESPITE WHAT RACE OR RELIGION THEY PRACTICE, IF THEY NEED TO BE HELPED, WE NEED TO HELP THEM,”



Through their mission and vision in helping the group in need no matter what their race or religion, Institut Onn Jaafar is extending the values of the late Onn Jaafar to Malaysians as a whole and it is something that IOJ strives to keep within their line of work.

The strong values of bringing and helping together the people in need without taking into account their backgrounds can be seen through some of their previous and also ongoing programmes.

“IOJ has organized many successful initiatives such as the Jom Bekpes campaign, which saw IOJ student-volunteers serve breakfast to the homeless and underprivileged denizens of KL and past campaigns also include the #MH370 Forever In Our Hearts campaign, flood relief drive and the #FIXPITAS campaign,” explains Mohan.

Apart from that, they previously held JOM SAHUR, JOM RAYA and JOM DIWALI that year with JOM CNY held earlier this year and they have come full circle with JOM SAHUR and JOM RAYA again. What is special about these programmes is for example: the JOM RAYA is being hosted by local non-Muslim and international students from SEGi College Kuala Lumpur and IOJ Student-Ambassadors from local private and public universities.

The programmes have indeed helped unfortunate children to not feel left out during these what should have been a joyous celebration. IOJ is still on a continuous mission to provide these children with the experience that they truly deserve.

Malaysians United Run 2017

IOJ's most successful campaign comes in the form of a united run or as what it is widely known as – Malaysians United Run 2017 (MUR17). The MUR 2017 is a campaign that calls out to all university and college students to unite and run for a noble cause.

The first MUR took place in 2015 in Kuala Lumpur. With 17,620 recorded participants, it set a new Malaysian record for “the largest participation of college students in a volunteerism campaign run.”

Sponsors raised RM 100,000 for five different multi-ethnic charities. For 2017, the target has been set for over 50,000 runners and funds raised will go towards supporting the education of 50 underprivileged children.

“MUR 2017 aims to celebrate the spirit of unification of all Malaysians. The run resembles a microcosm of Malaysia itself; as a melting pot of different cultures and ethnicities, all coming together for a united cause, which is to help the less fortunate children in the country,” adds Mohan.

The proceeds gathered from the run will then be pledged to universities where a few cases of underprivileged students will be parked under these universities and students/volunteers will be able to have a hands-on experience to ensure that the kids will have the appropriate financial support throughout that one year.

The Future of IOJ

Over the years, there has been a tremendous amount of support and response in the form of participation from the youth. With programmes such as those made available under IOJ, the organization is now in the forefront in championing youth's involvement in society's development in Malaysia.

When asked on where he sees IOJ in championing such causes in the next few years, Charles Mohan had a bright vision for the organization.

“I believe IOJ will progress very well. We are very much established in the private and public universities and we walk the talk. We have proven to people that we have been an NGO, and we behaved like an NGO. IOJ will continue to uphold these values and with that, we foresee more universities and students will come to support our genuine intention,”

“We would like people to feel that when they come to IOJ, it is all about giving and it is all about coming together,” he continues.

In promoting a positive image of youth, IOJ is definitely the best platform to mould the mindset and attitude of young Malaysian workforce in their progress of becoming a better person when they go out and work.



MALAYSIA'S LARGEST CABLE MANUFACTURER SARAWAK CABLE

BY NURILYA ANIS RAHIM



Sarawak Cable Berhad (SCABLE) is the single largest and most acclaimed cable and wire producer in Malaysia and South East Asia. Their power cables and wires are synonymous with quality and reliability, not just in the calibre of its products but also in its establishment as a world-class cable manufacturer.

SCABLE has continued to gain prominence both in Malaysia and overseas for its advanced technology and extensive range of cable products, which predominantly includes power cables ranging from insulated Low Voltage up to 275kV, overhead power transmission conductors, underground power cables, instrumentation and control cables, optical fibre and telecommunications cables, aluminium corrugated and lead sheathed cables, fire resistant flame retardant cables, and related power accessories.

Spearheading the company as the Chief Executive Officer and Group Managing Director is Mr. Aaron Toh who has more than 20 years of working experience

in the finance and corporate advisory industry ever since beginning his professional career in 1989 when he joined Sonic Corporation, USA. In 2001, he was appointed to the Executive Committee of Universal Cable (Sarawak) SdnBhd (UCS), SCABLE's wholly owned subsidiary. It was then and there that he began his journey with SCABLE.

In his capacity as SCABLE's Group Managing Director, he strategically guides and propel the company to greater heights. He is primarily responsible for the company's operations and management, strategic and marketing directions, as well as its business expansion.

"I have always been a man of fervent ambition and impeccable work ethic. These are the qualities I prize similarly in my staff and management team. With this mutual commitment to Quality, Reliability and Sustainability, I am proud to say that SCABLE has gone on to receive numerous awards over the years."

Diverse Business Divisions

SCABLE first began as a small power cable manufacturer. In May 2010 they listed in Bursa Malaysia and have since expanded to include unique, specialised subsidiaries that broaden their business repertoire. With the successful integration of two leading cable manufacturing entities in December 2014, SCABLE has become the largest, most comprehensive Power Cable Manufacturer in South East Asia and the sole producer of 275kV underground power cables in Malaysia.

Today, the company operates with 6 power cable manufacturing plants and a steel fabrication and galvanizing plant; strategically located in the north, central and southern regions of Peninsular Malaysia as well as in East Malaysia. They have also successfully completed transmission line projects worth more than RM2 billion with proven track records in both Peninsular and East Malaysia.



SCABLE's core business can be categorized into two main divisions, namely Manufacturing and Projects & Engineering. This synergistic relationship has contributed to their outstanding business repertoire in terms of power cable manufacturing, fabricated steel structures and galvanized products, transmission line construction, civil works for substations, mini hydropower plant construction, aerial power lines inspection and maintenance and various other infrastructure development. They continue to improve market foothold by tapping into new technologies, increasing productivity/production capacity and exploring upstream expansion opportunities.

Staying Ahead

The SCABLE brand is synonymous to Excellence. Their customers have come to identify all SCABLE products and services with Quality, Reliability and Sustainability; as these values are the Heart of the business. The brand adheres to stringent regulations from various international bodies and place utmost importance in being well-versed with dynamic industry and market demands. In ensuring that, they provide nothing short of the best, SCABLE has gained much prominence in the power industry through sheer customer satisfaction. Their experienced project management and technical team is highly in demand for sizeable projects involving the Design, Supply, Delivery, Installation,

Testing and Commissioning of power transmission lines and related services.

Over the years, SCABLE has contributed greatly to the growth and development of Sarawak's industrial economy and Malaysia as a whole. As shared by Toh,

"As a leading industry player, we are constantly looking for ways to increase productivity and research new technology so as to develop skilled personnel. We participate in designing and developing the power transmission lines infrastructure in the state of Sarawak and Malaysia. Our direct and indirect contribution in ensuring constant and uninterrupted supply of power at cheaper price is not just about meeting the local demands. We are expecting to attract more foreign investment to Sarawak, creating more job opportunities and spin-off activities while boosting local consumptions."

He further shares the branding initiatives taken to promote SCABLE as the leading provider of power solutions,

"Our R&D units constantly strive to improve product quality while tapping into new technologies such as the state-of-the-art Thermal Resistant Aluminium Alloy Conductors Steel Reinforced (TACSR) for up to

500kV; ensuring that we are dynamic enough to be the first and sole producer of 275kV underground cable in Malaysia. We pride ourselves with no compromise in the quality of our products; all of which are strictly ISO accredited and internationally recognized."

As the largest cable and wire producer in Malaysia and South East Asia, the future is certainly looking bright and firm for SCABLE. In light of general market conditions, SCABLE plans to enlarge their export market and fortify their dominance within ASEAN and global regions through networking and collaboration with regional players to make inroads to this large and growing economy. Other mid to long term plans for business growth include:

- Acquisition & equity participation should opportunities arise
- Expansion through further upstream & downstream integration investment
- Exploring & developing strategic global business partnership
- Optimization of resources to attain economic of scale and to be compatible with global players in the region.

CHOW TAI FOOK PRESENTS

THE BRIDAL COLLECTIONS GRACING LIFELONG COMMITMENT & ENDURING LOVE

BY IAN GREGORY EDWARD MASSELAMANI

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SAN LORENZO PRESCHOOL

BY IAN GREGORY EDWARD MASSELAMANI

Comprehensive Foundational Education with Contemporary Insight

The Montessori method is a complete education system that recognizes the crucial importance of a child's first six years of development. Adele Chow, Managing Director of San Lorenzo, firmly believes in taking the holistic approach to teaching and learning and has given her all to evolve this approach even further in this nation and region, gaining footing not just in the urban areas, but outskirts as well. After all, should sound education not be accessible to all?

But pursuing this noble quest is not as easy as it sounds.

"When I returned from Singapore, 15 years ago, I was shocked at the quality of education in Malaysia."

It is a universal truth that children will never regain their 'wonder years' back. It would surely be the best interest of parents to give good memories to their offspring by placing them in a school that can give them a healthy balance of learning from various aspects. After all, these are the foundational years and they form the plateau to build a launch pad for the life for a child.

The foundation of a child's life is the stepping point to brighter days ahead in every aspect for a child. A firm base will set the young individual in the right track as he or she blossoms into a person who will bless his or her surrounding and the people in it in a positive way.

"We are dealing with people – our next generation."

San Lorenzo provides programmes for children aged two-and-a-half to six years old – including Playgroups, Nursery, Kindergarten, Montessori Phonics & Reading, After-School Care as well as Enrichment Courses.

Heart of an Educator: Burden for the Young

A young person has to feel accepted be able to truly shine and be the best that he or she can be. It is this level of acceptance that somehow defines his outlook of this world. The individual is shaped at a young age and even their perceptions, though intangible, get moulded during the tender years. So the things that a child experiences during the formative years go on to imprint upon the psyche of the child, and the experiences become associated to memory so as to become either good memories or bad ones. Good memories will encourage the child to venture further along the chosen path; and contrariwise, bad memories will deter the child's interest in something, quite naturally prompting them to look for alternatives, or lose interest completely.

Not only has Adele been involved with the pioneer group in Singapore to teach phonics, she is constantly brimming with ideas in the area of education for the young.

"I discovered my passion for preschool education during my university years. I met a friend who came back from UK. She was doing Montessori. I went to the school and I found this methodology is so excellent and so good. I never believed I would end up in this line because I never believed that I could work with children."

Speaking of interest, it would be the best interest of parents, caregivers and teachers to keep children interested in the activities and programmes which will in the long run prepare

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AND CONFIDENT;
NOT ONLY IN THE
ACADEMIC ASPECT.”**

them to handle the world and become productive well-balanced contributing citizens.

"When you come to this line, you need to have the passion and patience. Without this two, you can't survive."

Thus says a genuine educator who still keeps in touch with students from her early years (who are in college now).

For those who are keen in embracing the franchise, San Lorenzo offers professional expertise to local and regional business partners.

"I believe the one that will carry our brand and the one that looks after children must be one who is really reliable."

Dare to Care

One cannot really overstate children how important the 'wonder years' are in the life of an individual. They are impressionable souls just waiting for the right impression to shape and mould them. So the right teaching approach and handling is more important than one might suppose at the onset. Considering the state of the present world, and the susceptibility and vulnerability of young minds and hearts to all manner of challenges and pressure, the building of confidence and good character cannot be undermined.

"If we don't even create a good model, then how are we going to generate the next generation? You have to produce graduates that are very independent and confident; not only in the academic aspect."

Adele, who actually comes from a business and corporate background, remembers the half-a-year she spent getting a feel for the local preschool scene when helping out a friend. She surveyed 50 preschools. She even found owners abusing children. It was equally tough to come to terms with the hygiene levels as it was to find teachers who were qualified, dedicated and devoid of the 'housewife mentality' to work with. The right workforce is the key problem. After all, it is the people that make the brand, and in this line, those people are the teachers. There was so much that Adele aspired to do differently.

"It is a very rewarding career which money cannot buy."

Adele's own experience with children is one that is all-inclusive, comprehensive, and to a high extent, quite close and personal. From managing cleaning to handling separation anxiety, a lot of methodology comes into play, particularly in handling a classroom of children. Kids naturally cannot sit down quietly. And it is pivotal not to raise one's voice, but maintain a soft (spoken) voice, imbued with all the positive, character-building words. Her odyssey has indeed been one riddled with patience-reinforcing



tough training. And she never thought or dreamed about winning an award for pursuing her passion!

"During my preparation years, I even had to handle 16 kids, aged 18 months to three years old, without a helper, for two sessions a day; that means 32 children per day (starting from 8 a.m. to 11 a.m. and again from 11 a.m. to 2 p.m.). The training is very tough!"

Seeing beyond the Self

The acceptance of oneself at a tender age begins with others' acceptance of himself or herself. This means that teachers must employ responses and teaching approaches which build, rather than demoralize. The right attitude passes from teacher to student.

"Montessori helps a lot of kids with problems. We believe that within the first six years the child must have a chance. And we believe that with our love and patience, we can change them. And we have changed many lives – many mums have come to us pleading to take their children – they really like sort of gave up on their children. But we believed that these children would excel one day – and that's our testimonial."

The students grow in an environment that is conducive to learning, where their strengths are channelled towards building their weaknesses (rather than weaknesses used against them for a crippling effect).

"Life should be very challenging. So I love to accept cases like this. What people cannot do, we can do."

The employment of contemporary education techniques is vital to keep abreast with the times. Educators need to know the latest trends. Many of the archaic methods of teaching may no longer be relevant in today's ecosystem. Changing the way parents think is the other side of the battle (an even a greater challenge than handling students at times).

"We can't fully take away the traditional from the modern, so we merge them together."

And even as the child grows, the ecosystem will continue to change over the years, perhaps even more rapidly at the rate things are moving in the world today. The teaching style bestowed upon the child ought to be one that will enable the child to master the skill of adaptation with the times without losing the unique qualities within. It is vital for the individual to stay true to himself or herself while exploring the full potential of what he or she can be and at the same time impact the surroundings in a good way. This is key in becoming a rounded person who is well-balanced in all aspects of life.

"We tell the parents that every child is different. They can use their strengths to help their weaknesses."

For more information, kindly visit www.slmontessori.com.my



*BRAND SPEAKS

BRANDS UNDER THE INFLUENCE.

ARE INFLUENCERS TRANSFORMING BRAND ATTITUDES?

In October 2009, a 22-year-old university student and self-described “fashion addict” thought it might be fun to start a fashion blog with a few friends to document her sartorial passions.

Armed with only a personal camera and singular sense of style, Chiara Ferragni launched theblondesalad.com – mixing high fashion photography with “street-cred” character, and a powerful sense of relatability to millennials. After a dozen more photo shoots and a few months online, netizens started to buzz about her site and brands began to pay attention.

Soon, theblondesalad.com attracted 600,000 unique visitors each month, and designer giants Louis Vuitton, Gucci, & YSL among others, would ink lucrative deals. Chiara became the face of Pantene and Amazon Retail -- giving these brands the aura and access to fashion-forward tastemakers.

Her Instagram now has an audience of 10.3M followers, generating 100,000 and above ‘likes’ per post. In the latest New York Fashion Week, Maserati sponsored Ferragni’s trip in exchange for some social media posts. For comparison, Maserati’s Instagram page has 5.5M followers. Remarkable, but still substandard to Ferragni’s social media rank.

Chiara represents influence in the social media age where genuine authenticity and stylistic integrity overcome the traditional magnetism of brand iconography.

THE ‘CROWDCULTURE’ SENSATION

Chiara Ferragni is not a rare breed. She belongs to what Douglas Hault calls, in his Harvard Business Review article, ‘crowdcultures’. According to Hault, ‘crowdcultures’ have dramatically changed the rules of branding. Before social media, branded content was king. Experts became convinced that “Hollywood-standard creative at internet speed” would generate high engagement around their brands.

It is tough to disagree. Jean-Claude Van Damme’s epic split stunt for Volvo was worth watching at least ten times. However, a look at Youtube’s most-subscribed-to channels shows that the coveted top 2 spots belonged to names you have probably never heard of – Pew Die Pie (Swedish-based video game reviewer and vlogger) and HolaSoyGerman (Chile-based musician, singer, songwriter, and comedian). None of the top 20 included any corporate brands.

In a virtual world, authenticity is the only real thing. Social media becomes the influencers’ platform to reach

an audience in pursuit of genuine connections. More consumers are tuning out of big cosmetic adverts and tuning into online make-up tutorials featuring regular girls (or boys) giving facial contouring tips in the solace of their living rooms. As consumers spend greater proportions of their lives in digital media, influencers are the new “trusted friend.”

Consider this. Would you rather listen to messages from real people or a paid advert that delays you from consuming the content you want? If you are like most of us, then you know there is nothing more satisfying than clicking ‘SKIP AD.’ The influencer you choose, and the content they create, are what ultimately define the authentic voice of your brand.

Before reassessing your marketing strategy, here are a few tips regarding how to thrive in an influencer-driven social media milieu.

1. Co-create.

Brand experts who insist on creating bespoke content with the hope of becoming viral, often fail miserably. The reality is creativity flourishes in social media, and it is not a currency that any media or advertising agency owns. Instead of competing with influencers, learn to collaborate. Co-creation allows brands to capitalise on an influencer’s established appeal.

Subaru partnered with Instagram star Zach King. He then became known for digitally editing videos to appear like magic tricks were transpiring. Leveraging Zach’s distinct style, Subaru’s sponsored post sparked positive social conversations. It reached 7.4M likes and generated 6,700 comments.

2. Find influencers that share your DNA.

Influencers meticulously curate authentic identities, aesthetics, and narratives to attract brand partnerships. Tempting as it looks, the thoughtful selection process must remain imperative. The right Influencers who share your brand DNA can generate content that is both relevant to your community as well as being cost-effective.

Travel photographer and Sperry enthusiast, Slava Daniliuk began tagging @sperry in his Instagram posts while showcasing the brand’s footwear throughout his expeditions. Acknowledging his talent, brand fit, and appetite to collaborate, Sperry embraced him as part of its brand community who produces contents gratuitously in exchange for photo credits and shout-outs.

3. Viva democracy.



ASEAN HAS BEEN ACCUSED OF BEING NOT MUCH MORE THAN A “TALK SHOP”, A POLITICAL FAÇADE THAT IS MORE INTERESTED IN SHOWING COOPERATION THAN ACTUALLY COOPERATING ON ANYTHING DEMONSTRABLY EFFECTIVE.

THOMAS SUTTON
IS COUNTRY DIRECTOR OF
LANDOR, INDONESIA

Influencers build trust with their followers through every post and action. Authenticity is their most valuable footprint. Building sustainable relationships require companies to let go of the type of dictatorship that restricts them from being seen as genuine. Sponsored content must never feel contrived.

In 2016, L’Oréal’s #BeautySquad campaign struggled with resistance from their senior management. These executives viewed the approach of empowering influencers to review competitive products and critique the brand’s products as too risky. Nevertheless, liberating brand managers from excessive control and allowing influencers to preserve their authenticity proved to be a successful formula. L’Oréal reported a whopping 51% increase in product sales since the campaign launch.

No doubt, the advent of influencers disrupted the way brands engage with vibrant online communities. The more these audiences move about seamlessly in multiple platforms and consume infinite contents, the more essential it becomes to adopt an agile approach.

Chiara Ferragni reshaped high fashion from esoteric to accessible. Her formula inspired the birth of other

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BRAND EXPERT
EUGENE SEAH
ASIA'S LEADING PERSONAL BRANDING EXPERT

Eugene Seah is one of Asia's most authentic and inspiring coaches. In this interview, he gives us tips on how to be authentic and genuine in your personal branding journey. Can you tell us more about yourself and what you are doing?
Eugene: I like to think of myself as a dream chaser and dream maker. My passion is to help others achieve their dreams and fulfill their destiny. More specifically, I specialise in personal branding, leadership and legacy planning for my training and coaching.

What is personal branding to you?
Eugene: Personal branding is essentially a long-lasting positive reputation, achieved through several core elements.

You are well-known for your 3S" framework in personal branding.Can you tell us more about it?
Eugene: Thanks Wanwei, there are 3 core elements that boost our personal brand. Coincidentally all 3 elements start with the letter S.

SUBSTANCE
This is by far the MOST important part of personal brand. When we call someone a man or woman of substance, we usually mean that they have impeccable character and unshakable values. Some may also refer to their outstanding skills and deep knowledge of their field. Whatever strength you have, are you among the top in your industry? The best chef? Best architect? Best trainer? If not, then what can you do to continue honing your skills?

STYLE
This is not as important as substance, but when done well, it can help us to be differentiated in a crowded market. This is akin to the design of a car or bag. A stylish car or bag fetch a much higher price than a mediocre or poorly-designed one. I would like to emphasise that I'm not referring to our looks per se.

Drawing Steve Jobs as an example, he is not particularly good looking in his older years, and always wears his boring black turtle neck and blue jeans. Yet you cannot deny that he has "style" – as defined by the way he speaks and carries himself.

How do you want others to describe you? Humorous?Authentic?Approachable? Inspiring? Then let that be your style. STORY

This is the weakest element in most Asian personal brands. Culturally, we hesitate to share too openly about our vulnerabilities and struggles. And this choice will impede our brand value. Looking at a lot of top personal brands from the West, they all share openly their struggles and how they overcame.

Some examples include Oprah, JK Rowling, Warren Buffett, Richard Branson, Michael Jordan. Humans are emotional creatures, and in order to connect emotionally with our stakeholders (most likely human), we will need to share our personal stories of hardship and triumph. You can find out more about the 3S on www.eugenseah.com

You once said that the "core" of personal branding is trust. Can you elaborate on why this is so?
Eugene: Strip away all the S's of brand, and you get to the core.

– TRUST. Do you trust the brand when it says it will do something for you? Do you trust in a person's character and competencies? If he has a good character but incompetent in his field, his brand will be affected – you will not engage him, or you might pay him less. If he has strong competencies but lacking integrity, his brand will definitely be destroyed.

Recent examples include Tiger Woods, Lance Armstrong and some religious leaders. Some political leaders lack character AND competencies, so it is totally senseless to say they have a strong personal brand.

Don't mistake fame and infamy with a strong brand.

– Authenticity is definitely linked to trust. How can one assure that people view them as "authentic"? For sometimes, even with the best intentions, communication may go awry!Authenticity is similar to sugar and salt. The ratio is important for the taste of the food to be perfect. Put too little and the food tastes bland. Put too much and it becomes inedible or unhealthy. Asians generally don't share too much, so it will be a good discipline to stretch ourselves a bit by sharing more.

For example, I've been sharing about my retrenchment and struggles on Facebook and in my videos. However, there are many many aspects I have not yet shared, as I don't think the audience is ready. If I share too much, it becomes a drag on the emotions instead of being uplifting and inspirational.

Also, generally we prefer people who are interested in us, compared to people who are merely interesting. Bearing this in mind, we shouldn't go on and on about our sob stories, and instead we should listen actively and ask the right questions, and be genuinely concerned about others. When the time is appropriate, we share a bit of our authentic stories so that our audience knows that we have been through what they have been through, and thus they start to trust us more.

What are the 3 tips you would give to young people who think that they do not have "substance" due to a young age? Would you still advise them to do personal branding?
Eugene: There are 3 key components of Substance, namely Attitude, Skills and Knowledge. Among these 3, it is likely that young people have less knowledge than their older counterparts. However, the young people can also make the effort to read more books, or practise their skills, or at the very least adopt a positive attitude (which is not affected by age).

Young people definitely need personal branding, and can compensate their relative lack of knowledge with a great attitude and better skills. If they read voraciously, their knowledge can also far supercede someone else who's older. Aside from actual substance, young people can also employ strategies to improve others' PERCEPTION of their substance. This can be done by being interviewed on blogs (eg THIS!), authoring a book, appearing on a radio show, giving out a professionally designed namecards.

What is the one thing about personal branding you wish more people can know?
Eugene: ALL of us already have a personal brand whether you want it or not. Mention your name, and others are likely to trust you more or trust you less, depending on your reputation and track record. Since you already have a brand, then why allow others to control it? Why not take over the control panel? Why not consciously employ strategies to protect and grow your brand?

The one thing I wish more people can know is that we should pro-actively manage our personal brand, instead of leaving it to others.

Source: www.ikiguide.com



10 QUESTIONS
WITH **Joey Alexander**

Joey Alexander might be the most accomplished 13-year-old in the world. Since arriving in the United States from Bali, Indonesia, Alexander has soared, with multiple Grammy nominations, prime-time television appearances, and a touring schedule that would be challenging for veterans three times his age. The Grammy-nominated prodigy who played for Obama at the White House is the one kid you should look out for. Check out his answers in our Top 10!

1 What do you remember about growing-up a world away from New York City, where you live now?
Well, I loved the beach. I also heard all kinds of music there; traditional music, and some jazz too. I went to hear jazz and I jammed with the local musicians. It was a different vibe, but I loved it during that time.

2 You've spoken in the past about music being a big part of your upbringing, with it percolating through your house by way of classic records that your father played. What kinds of things were you listening when you first got into jazz?
I remember my dad played me Louis Armstrong. He was one of the early jazz musicians that I heard. Also during that time, I listened to Duke Ellington, Thelonious Monk, and even singers like Billie Holiday and Ella Fitzgerald. I also listened to the great piano player Harry Connick Jr. I listened to his early records, and I loved his trio, too, with Ben Wolfe and Shannon Powell. Then I listened to Miles Davis, John Coltrane, Clifford Brown, and I can't forget Mr. Wayne Shorter, whose music I love very much.

3 By six years old, you taught yourself how to play piano on an electric keyboard that your father bought you. What kind of pieces did you play on it?
Jazz, of course. We also listened to gospel music, so I would play some gospel songs, too. I went to church, and when we were in Bali, my Dad also played guitar in church and I would watch him play. When I played that keyboard, I just felt the keys and fell in love with it. Even if it wasn't a grand piano, it got me interested in piano, the more I played it and learned. When I was seven, my parents got me an upright piano. It was big enough at that time for me! What I love about the piano is the range of keys, and the sound. You can go anywhere on it. You can play melody and rhythm at the same time. That, for me, is what's special about the instrument.

4 Who are some other piano players whose touch and sound at the piano also affected you?

There are a lot. You look at Thelonious Monk when he plays a ballad. Not a lot of people can play a ballad like him with such power. When I first heard him play a ballad, I thought, "Is this really a ballad?" Because he makes it alive. I think that's the most important thing. Just because you are playing a ballad doesn't mean you always have to make it sad.

5 When you started getting serious about pursuing a career in jazz, did you have a daily practice routine that you followed?
Yes, my dad and I had materials that I practiced. I don't practice eight hours a day. I practice two or three hours a day. I had some musicians (back home) that taught me how to play the music. But mostly, I did jam sessions and I had some teachers that taught me basic chords. But it's not just that. When I practice, especially now, I always try to work on how to be free. How I can have the freedom so that every time I perform, I have that feeling onstage, and I'm able to have a conversation with my friends.

6 One of your biggest supporters and champions has been trumpeter Wynton Marsalis. Can you talk about what his support has meant to you, and what you have learned from him?
I'm so thankful to have him in my life. He was the one that believed in me and brought my family and I to the U.S. I don't really get music "lessons" from him, but I think the most important thing is that he always encourages me to keep playing this music. Also just playing with him is like school for me, and he encourages me to do my own thing. Through that, I learn how to be myself and to have my own sound. That's what I'm trying to get every time I practice: How to have my own voice.

7 How do you approach playing songs that many musicians find difficult?
Well, I found playing "Giant Steps" and "Countdown" very challenging. But I think I always try to focus on the feeling of the song, as well as the harmonies. I try to just be "one" with the song and explore it. And of course, you've got to feel that groove too. Every time I play with my band, I try to feel that and have an interaction. For sure I know the risks, because songs like these are hard to play because of the amount of patience you need.

8 Your first album My Favorite Things was nominated for two Grammy awards when you were only twelve years old. What did all of that early success teach you?
Well, again I'm so thankful to God to have opportunities and to be able to prove myself as a musician and show people what I can do. Just have these opportunities—to play at the Newport Jazz Festival twice, being at the Grammys, performing at the White House with Wayne Shorter and Esperanza Spalding, and to play with amazing musicians like the great Jeff "Tain" Watts, Willie Jones III, and Larry Grenadier is really a blessing for me.

9 You're back with a truly impressive set of music on your new album Countdown. What was the most important thing for you about recording the follow-up to your last album?
I explore more, musically. And I have my own compositions and, of course, I have amazing musicians like Chris Potter on soprano saxophone on Herbie Hancock's "Maiden Voyage," which is one of my favorite songs to play. I also have people that were on my first album, like Ulysses Owens, Jr. and this young, very talented bass player that tours with me named Dan Chmielinski.

10 When you're coming up with an arrangement for a song, do you write it out? Or is it mostly by ear?
Mostly by ear. My friend will write it for me. I can write, but I don't think I'm very good at it.



KEEPING UP WITH TECHNOLOGY

EVERY YEAR, THE MOST POPULAR BRANDS ARE SADDLED WITH RELEASING THEIR FLAGSHIP DEVICES, WHICH GET PEOPLE TALKING. THEN, THE QUESTION “WHICH SHOULD I BUY” IS CONSTANTLY NAGGING AT THE BACK OF YOUR MIND. BUT WE ARE HERE TO MAKE IT EASY FOR YOU. HERE ARE OUR PICKS OF THE HOTTEST, COOLEST AND MOST SIZZLING GIZMO NOW!

PIMAX 8K
The World's First 8K VR Headset. US \$799

Pimax 8K is a cutting edge virtual reality device designed for VR futurists. It allows users to experience VR with Peripheral vision while solving the problem of screen door effect and motion sickness. It has been built to support the mainstream content currently available in the market, including Steam VR, while offering the largest field-of-view (FOV) of 200° and the highest resolution (2*3840x2160) on any VR headset on the market with less than 15ms latency.



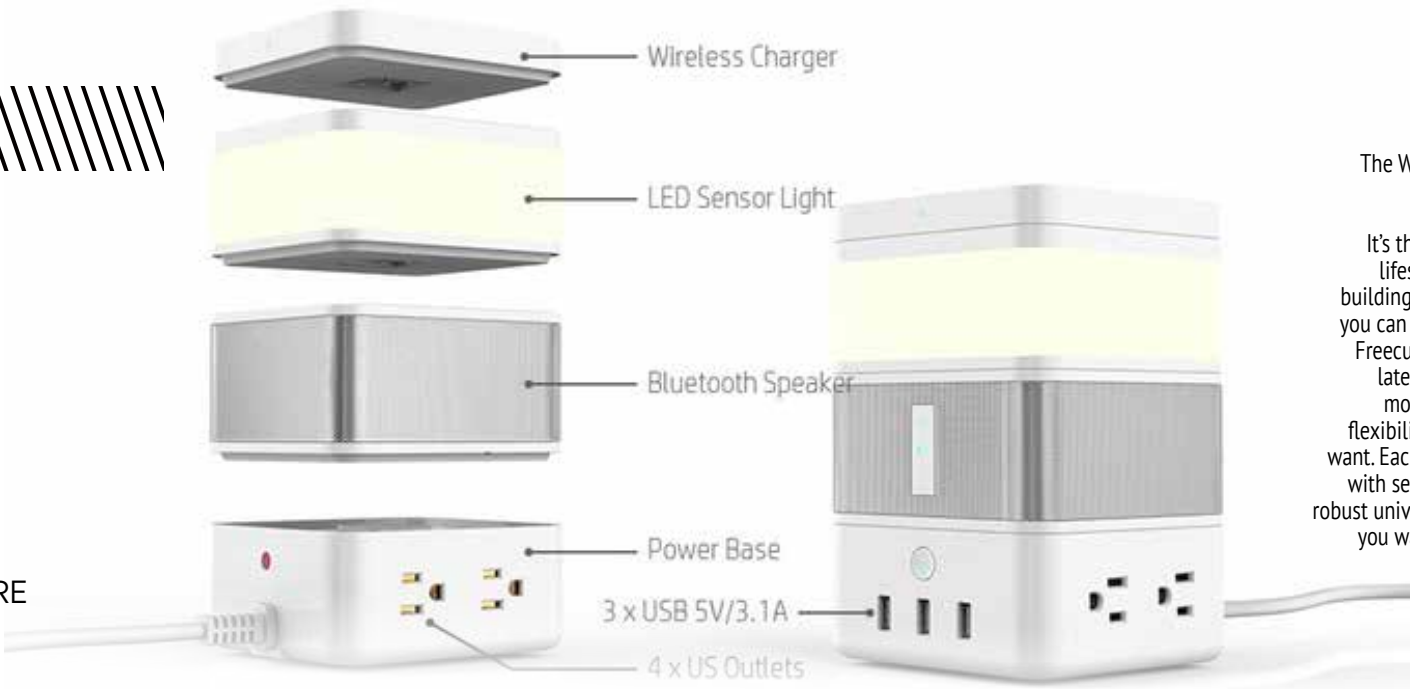
ESSENTIAL PHONE
Beauty meets brawn. US \$499

From a design standpoint, Essential's PH-1 is a bold first move. It offers a stock Android experience and looks like no other device out there. It has a unique way to connect modular accessories, starting with a 360-degree camera. It has a bold take on how to make a big, edge-to-edge screen paired with top-flight materials such as ceramic and titanium and it has a dual camera system that is meant to compete with other flagship devices without adding any thickness to the phone.



EOZ AIR
World's Most Advanced True Wireless Earphones US \$79

The EOZ Air offers a Passive Noise Isolation so you can better focus on your favorite music. Thanks to the CVC (Clear Voice Capture) technology, it intelligently filters the noise and deliver exceptionally clear voice during your phone calls. The EOZ Air provides a top-shelf sound experience characterised by powerful bass, and super clear and crispy mid-highs. The 8mm electro-dynamic drivers, combined with the latest aptX® technology, deliver a fine tuned High Resolution Audio for a natural sound signature.



FREECUBE
The World's First Modular Tech Command Centre. US \$99

It's the best way to organize your mobile lifestyle at home or the office. Just like building blocks, by using a modular system; you can save space, money, and ensure your Freecube will always be updated with the latest technology. Freecube's stackable modular design gives you the ultimate flexibility to power whichever features you want. Each individual module snaps together with secure magnetic connectors to form a robust universal hub for all your devices. When you want a new module, just add it to the stack.

WIRAL LITE
The Easy Cable Cam, For Impossible Film Shots. US \$199

A cable camera system, Wiral Lite is the perfect camera accessory to capture unique angles, giving your film that cinematic look! The system fits in a backpack, sets up in three minutes, and accommodates a number of different lightweight cameras, including GoPros and smartphones. The system allows filmmakers to adjust speed from 0.006 mph up to 28 mph, shooting for up to three hours on the built-in battery.



UNICO SMARTBRUSH
The fastest patented toothbrush ever made. US \$116

Transform the way you clean your teeth with the Unico Smartbrush Oral Hygiene Device. Unico cleans all exposed tooth surfaces simultaneously and dramatically reduces the time it takes to clean your teeth. With a total duration of just three seconds, this effective cleansing device performs circular movements automatically and flawlessly. Likewise, the mouth unit features ergonomic and wide brushes that reach interstices between teeth. In addition, it does not damage your tooth enamel or gums. Unico even injects the right amount of toothpaste directly on the teeth!

MAH SING

REINVENTING AFFORDABILITY

Mah Sing Group Berhad is a well-known property brand that has been in the industry for more than 23 years. As the industry expert, the Group constantly work towards developing projects that meet the market demands. All of the Group's products are carefully designed to maximise the usage of space with practical layouts to enhance the living experience of homeowners.

Coupled with the Group's strategic choice of location and excellent track record, Mah Sing remains as one of property buyer's most trusted brand.

This year, the Group is focused on expanding its landbank in Klang Valley to 75% from the current 67%. With a healthy balance sheet, the Group is continuously looking for good land banking, joint venture and investment opportunities.

The Group will also continue to develop accessible, well-planned developments priced below RM500,000. Reinventing affordability, the Group do not only offer accessible entry prices for its projects, but also luxurious facilities, strategic location and convenient connectivity.



M VERTICA, CHERAS

M Vertica is an integrated development that includes retail shops and residential suites indicatively priced from RM450,000 or approximately RM530 per sq ft.

Situated only 800m from the Sunway Velocity Mall, M Vertica with a total of 11.25acres land has an estimated gross development value (GDV) of RM2.2billion. The residential suites with indicative built ups from 850sqft is suitable for first-time home buyers, working professionals, young families and home upgraders who are looking to live in the vicinity of the city centre.

M Vertica Sales Gallery is located next to the site, so potential buyers can have a clear idea of the locality of the development. The sales gallery has 2 fully furnished show units ready for viewing from 10am to 6pm daily.

The show units feature a 850sqft residential unit with 3 bedrooms and a 1,000sqft residential unit with 4 bedrooms. Buyers can also visualise the completed integrated development of M Vertica with the available scale model at the sales gallery.

Mah Sing's Group Managing Director, Tan Sri Dato' Sri Leong Hoy Kum said, "M Vertica has very good accessibility as it is near various public transport infrastructure. The Maluri MRT and LRT interchange is only 600m or 7 minutes' walk and Taman Pertama MRT Station is only 800m or 10 minutes' walk from M Vertica. It is also easily accessible via JalanCheras and is only 300m away from the Besraya Highway. Good accessibility will definitely enhance the lives of our buyers."

With MRT Line 1 currently in operation, Sunway Velocity Mall, My TOWN Shopping Centre and IKEA Cheras are all within walking distance from Cochrane station which is only one stop away from Maluri MRT station (600m from M Vertica).

Projects developed near to MRT stations are expected to do well with higher rental and better capital appreciation. Similar projects in the Cheras area are generally well taken up and are currently fetching a rental of RM1,300 and above. As such, the Group's proposed development which is situated in close proximity with Maluri MRT and LRT Interchange as well as Taman Pertama MRT Station will potentially be able to benefit from the appreciation of property value.

M Vertica will also feature a fantastic KL view with a clubhouse, filled with ample facilities which include swimming pool, gym, landscape area and more for the resident's convenience and enjoyment.

Within 5km, residents can access Prince Court Medical Center, Pantai Hospital Ampang, Hospital University Kebangsaan Malaysia, SMK PerempuanPudu, SK Convent Jalan Peel, SMK Seri Bintang Selatan, NamKheung Chinese National School, Royal Selangor Golf Club, AEON Big Peel Road, AEON Maluri, Viva Home and more.

M Vertica is also easily accessible via major thoroughfares and expressways including Jalan Loke Yew, JalanPudu, JalanTun Razak, SMART, KL-Seremban Highway, Besraya Eastern Extension Expressway (Besraya), New Pantai Expressway (NPE) and Maju Expressway (MEX).

Upcoming major developments such as Bandar Malaysia, Tun Razak Exchange and Merdeka PNB118 will boost the growth of population and community as well as of the area in the future are just within 8km from M Vertica.



M CENTURA, SENTUL

M Centura, fronting the Jalan Sentul Pasar aims to be the new and hip development to cater to all walks of life. This development spans a total of 8.9 acres with a total gross development value (GDV) of RM1.3 billion. The first block is targeted to be launched in Q4 2017.

M Centura is a 100% freehold residential development indicatively net priced from RM328,000 or approximately RM505 per sqft with indicative built ups starting from 650sqft to 1000sqft. Registration of interest has started on www.mcentura.com.my and has garnered more than 5,000 interested registrants prior to the opening of the sales gallery.

Interested buyers can visit M Centura's Sales Gallery located at Maxim Citylights, merely 350m from the actual development site. The sales gallery has 2 fully furnished show units ready for viewing from 10am to 9pm daily. The show units feature a 650 sqft residential unit with 2 bedrooms and an 854 sqft residential unit with 3 bedrooms. Buyers can also visualise the completed integrated development of M Centura with the scale model at the sales gallery.

M Centura has very good accessibility as it is near various public transport infrastructure. The SentulTimur LRT Station is 2.4km away and the Sentul LRT Station is 3.5km away. There are also 3 KTM stations which are the Sentul, KampungBatu and BatuKentonmen around 2.5-3.5km away. Good accessibility will definitely enhance the lives of homebuyers.

The development also offers buyers the comforts of a home as well as the convenience of being in a prime location in the city (5km to city centre), giving buyers the best of metro living and urban experiences. M Centura comes with an exciting menu of modern and luxury conveniences without the hefty price tag.

M Centura features a grand lobby with double volume ceiling to greet and bid the residents a good day. The building will be highly secured with a 3-tiered security systems. It is also a 100% residential property ensuring exclusivity, privacy and security. Direct shuttle services will also be provided, giving residents access to the pick-up and drop off points at the LRT and upcoming MRT stations.

It provides a total of 1-acre of resort facilities. Its well-designed facilities includes an Olympic-length swimming pool, wading pool, laundry bar, childcare area and more for the convenience of the buyers. One of the highlighted features would be the dual floating gym, where residents get to enjoy the beautiful view of the facilities deck while working out.

The development has embraced green living with vertical planting and tree preservation, rainwater harvesting system, Electric Vehicle (EV) charging stations for hybrid and electric cars and integrated garbage disposal system.

This contemporary residential development is a perfect mix for comfort and luxury. Tan Sri Dato' Sri Leong Hoy Kum said, "M Centura integrates modern luxury living, and facilities into the prime location that places you within easy reach of all the best things that Kuala Lumpur city has to offer."

M VISTA@SOUTHBAY, PENANG

M Vista is a 2.02-acre freehold residential development and has a Gross Development Value (GDV) of RM134million with indicative starting price of RM345,800. This project is in line with the Group's focus in developing more accessible, well-planned homes priced below RM500,000.

The development consists of one 23-storey tower with a total of 237 residential units. Senior Chief Operating Officer, Seth Lim said that, "M Vista is a very good buy for first-time homebuyers and young families as it offers a very affordable price for its convenient address. Staying true to our strategy 'Luxury Made Affordable' we designed M Vista to offer ample facilities with a touch of luxury for the enjoyment of our customers."

Interested buyers can visit Mah Sing's Sales Gallery in Southbay, BatuMaung for more information. The sales gallery is located within the township itself, so buyers can have an idea on the locality of the development.

M Vista has a total of 5 types of built ups to fit the needs of different homebuyers. There is a 536sqft studio unit and 841sqft unit with 2+1 bedroom suitable for working professionals and young married couples.

Young families can opt for bigger units of 973sqft and 1,022sqft units with 3 bedroom as well as 1,201sqft unit with 3+1 bedroom.

Strategically located only 1km from Penang's second bridge and 9km to Penang's 1st bridge, M Vista can easily access to various parts of the mainland. Various shopping malls, hotels, banks, schools and entertainment centres are only within 10km while Penang airport is only 7km away.

Mah Sing's Southbaytownship located at BatuMaung is set to be another booming location in Penang island with nearby upcoming developments such as IKEA, University of Hull and KDU College at BatuKawan.



For the convenience of its residents, M Vista features various facilities at its carpark podium as well as at selected floors within its residential tower.

Level 16 and 15 will be housing Sky Garden and Sky Lounge respectively. Residents can enjoy a relaxing time while enjoying the majestic city views of the Penang island.

At the podium level, there are various relaxation areas such as Healing Garden, Zen Reflexology, Secret Garden and Courtyard Lounge complete with comfortable seating area.

Adding on to the facilities of the development, Seth Lim said, "M Vista is designed to be a family-oriented development. In fact, we will also be preparing a colourful children's area with indoor play area and reading corner for children's enjoyment."

Families can also enjoy bonding sessions at the pool area and barbeque area. There will be a Herbarium outdoor dining area nearby with edible herbs available for use while residents are barbeque-ing.

For those who are more active, sporting activities can be conducted at the fitness garden gym, yoga deck or indoor gym area.

NOVEMBER - DECEMBER '17 #ISSUE44



Your Skin's New Best Friend

You need to prepare for the arrival of your little one. But there's so much more to consider. If only you could join the various nursery essentials into one! Aristotle combines your baby monitor, nightlight, speaker, camera and sound machine into one simple solution! It's a baby monitor. It's a voice-activated smart assistant. It answers your questions, and maybe your kids' questions, too. It orders more diapers when you run out and soothes babies back to sleep automatically. It plays with your kids. It could be the most exciting thing toymaker Mattel has ever produced.

Reason to Buy: For parents-to-be out there, this could make your dream come true.

@barrierlight www.mybarrierskin.com



The Anti-Theft Backpack

Staying protected when going about your daily routine or when traveling can be difficult, so the ClickPack Pro anti-theft everyday backpacks are designed to ensure it's not an issue. This backpack is designed to give a peace of mind and a home for everything you need to take along. The ClickPack Pro has special slash resistant fabric that is 40% stronger than Kevlar, so you can be sure someone won't be able to get through your backpack. It has five major storage compartments for you to store all your needs and guess what? You can even power up your electronic devices using your ClickPack Pro.

Reason to Buy: With this backpack, your days of worrying is over!

@korindesign www.korin-design.com



CLICK & GROW™

The Smart Herb Garden

The Smart Herb Garden enables you to grow fresh herbs, fruits and flowers with zero effort. Plug it in, fill the tank, and your new indoor herb garden will take care of the rest. Their specially developed Smart Soil makes sure that plants in your garden get the optimal configuration of water, oxygen, and nutrients - so they can thrive with zero effort. This innovative technology helps plants in the indoor gardening kits grow faster and more nutritious with no pesticides, plant hormones, or any other harmful substances required. Their integrated energy efficient LED lighting means that the indoor gardens keep your herbs, flowers and fruits growing all year round.

Reason to Buy: It will save your money and it will actually teach you how to grow a plant. So, what are you waiting for?

@clickandgrow www.aeena.com



The Grapewine

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.



A Self-Flying Assistant

Imagine with just a simple voice command like, "Hey, Alexa - ask Aire to take a picture," you activate a self-flying robot to lift off from its charging dock, hover above your family, and capture a 360-panorama HD-quality aerial shot all from the comforts of your living room. The same robot can send a live streaming 4K video of each floor in your apartment while you're away on vacation - keeping your home fully monitored by activating its anomaly detection feature. Introducing Aire by Aevena Robotics - a cutting-edge autonomous flying assistant designed to safely navigate around your home. With simple hands-free voice commands and minimalist smartphone app flight controls, anyone can easily control Aire from home or away, with no piloting experience required.

Reason to Buy: Because it is time to re-imagine automation, security, & smart assistants.

@aevenarobotics www.aeena.com



Make the World Your Paper

Phree - an unrestricted, high resolution, and portable smart gadget that lets you write, draw, and annotate with a personalized touch. With the hopes of moving away from a screen-heavy culture, the Phree lets you interact on virtually any surface. Capable of connecting to all smart devices (phone, tablet, laptop, flat screen, etc.), the Phree is a highly-versatile, intuitive device designed to integrate with any Bluetooth-enabled gadget. Compatible with Office, One Note, EverNote, Acrobat, Google Handwriting, and Viber, OTM Technologies created a writing device tailored to the on-the-go creative.

Reason to Buy: Because it could be an incredibly useful travel companion.

@gophree www.otmtech.com







“WHOEVER YOU ARE, WHATEVER YOU’RE INTO, FIND CLOTHES THIS SPRING THAT HIGHLIGHT YOUR BEST YOU.”

And just like that Fashion Month is officially over. The whirlwind four-week runway extravaganza spanned New York, London, Milan, and most recently Paris, has seen an array of top notch fashion houses showcasing their latest collections on the runway.

If there's one takeaway from the Spring Summer 2018 (SS18) runways in the four major fashion cities, it's that fashion is about more than just garments. The overarching message of the 30-odd days of international shows was not about hemlines or prints, but of diversity, acceptance, resistance, and strength. Whether you respond to the calls to action in New York and Paris, ascribe to the escapism of Milan, or thrill to the celebrations of womanhood in London, the meaning was clear: Let your clothes reflect the person you are.

Through that lens, we honed in on the women who will rule 2018—and what they'll be wearing. For the eternal optimists, there are dresses in all the colours of the rainbow at Dolce & Gabbana. Pragmatists will approve of garments that do double duty, like Balenciaga's hybrid coats. Rebels can shine brazenly despite the chaos in disco sequins from Paco Rabanne. Those who own their sex appeal will do it smartly and subversively in Alexander McQueen's deshable bustiers. And for anyone eager to get away from it all and revel in a little joie de vivre, the season's boldest couture shapes, like Saint Laurent's feathery puffs, are transporting.

Now let's take the time to take stock of the key trends spotted on the runways of the four fashion capitals -- New York, London, Milan and Paris -- during the fashion month.

Sporty Chic

Sportswear has been a major womenswear trend for several seasons. This showed no sign of waning during the recent fashion month, with lots of sports-inspired details seen on elegant and feminine silhouettes or sometimes on highly sophisticated looks. For SS18, this is characterized by flat shoes -- sometimes even sneakers -- as well as technical fabrics used alongside luxury fabrics, shorts worn with glam blazers, and soccer jerseys or polo shirts worn as dresses and matched with refined accessories and details.

Seen at Off-White, Koché, Lacoste, Burberry, Atsushi Nakashima, The-Sirius, Annakiki, Jour/Né.

Frills Galore

New York, London, Milan and Paris agreed that frills will be big next season. Dresses, blouses, tops and skirts all came adorned with frills, in styles ranging from glam to ethereal to sophisticated and sometimes even a touch pastoral.



FASHION MONTH

SPRING/SUMMER 2018

With their highly feminine feel, frills were seen in various fabrics and were sometimes paired with fringing.

Seen at GiambattistaValli, Zadig & Voltaire, Vivetta, MSGM, Givenchy.

Soft Pastels

While some fashion houses opted for bold, vibrant colours -- sometimes going fluorescent in homage to the 1990s -- most labels showed pastels for SS18. Soft, subtle shades will abound next season, with pastel blues, pale greens, powder pinks, white, nudes and light yellow shades.

Seen at Chanel, Michael Kors, Bora Aksu, Armani, DaizyShely.

Risqué Transparency

The season's sensual styles put transparency at the heart of SS18. Long skirts and lightweight dresses feature sheer layers, while tops, blouses and dress bodices come in see-through lace, revealing everything beneath, or sometimes preserving modesty with strategically placed patches. Low-cut necklines and décolletés are popular too.

Seen at Christopher Kane, Emilia Wickstead, Calvin Klein, PrabalGurung, Zadig & Voltaire, Les Copains, Blumarine, Saint Laurent.

Ode to the 1980s

SS18 collections featured lots of denim jackets, shirts and pants, as well as high-waist darted pants, satin and shiny fabrics, glittery details and garments with striking shoulders -- all echoing fashion trends of the 1980s.

Seen at Lacoste, Gucci, Versace, Tom Ford, Topshop.

Cards, Comics and Everyday Objects

From the Queen of Hearts at Dolce & Gabbana and American comics at Prada, to Annakiki's critique of smartphones and social networks, Andy Warhol's pop art and Vogue magazine covers at Versace, or tiny toys on hoods and in hair at Comme des Garçons -- references to culture and to everyday objects were legion on the SS18 runways.

Seen at Versace, Dolce & Gabbana, Prada, Annakiki, Comme des garçons.

Asymmetric Cuts

Designers showed a multitude of pieces with asymmetric cuts for the season. Tops, blouses and jackets were first in line, revealing a single shoulder for a sensual and glamorously feminine touch. Miniskirts were also seen shorter at one side than the other, along with some tailored jackets and a handful of dresses.

Seen at Céline, Taoray Wang, palmer/harding, DaizyShely, Lacoste, Stella McCartney, Thom Browne.

Fabulous Fringing

The roaring twenties are in vogue next season. It isn't a huge trend, but the fringing seen all over SS18 runways nods to the era. Tops, skirts, pants, crop tops and jackets are all finished with fringing for a refined, retro look. More elaborate creations use layers of fringing to bring movement to stylish dresses. Karl Lagerfeld even brought fringing to Chanel's iconic tweed.

Seen at Tod's, DaizyShely, Chanel, Veronique Leroy, Elie Saab.

Flowers Back in Bloom

In keeping with the spring season, flowers are back, with colourful blooms and natural florals seen in mini and XXL versions. Blooms adorn dresses from head to toe, or are combined with other spring-inspired motifs. Jeremy Scott even turned models on the Moschino runway into walking bouquets.

Seen at Francesco Scognamiglio, Vivetta, Moschino, Giorgio Armani, Etro, Marni, Dolce & Gabbana, Dries Van Noten, Rochas, Ungaro.

Leather, Denim and PVC

Leather and denim will be on trend next season. Leather brings a punk rock'n'roll vibe to the season while denim adds a retro, sportswear and streetwear touch to sophisticated silhouettes. PVC -- preferably of the clear variety -- is another key material for the season, especially for accessories.

Seen at Balmain, Chanel, Alexander Wang, Tommy Hilfiger, Moschino, Annakiki, Trussardi, Christian Dior.

UNRAVELING THE MYSTERY OF DINOSAURS

DINOSAURS ARE “ALIVE AND ROARING” AT THE MATIC, KUALA LUMPUR

Write up by : **ANU VENUGOPAL**

There is something about dinosaurs that continue to capture our hearts and attention despite being extinct since 65 million years ago. Majestic in size and strong in stature, the beauty of dinosaurs lies in them being encircled by an air of mystery and discovery of history. These pre-historic reptiles, which come in various sizes, habits and lifestyles, continue to gain legions of fans from across the world every day.

It is believed that the word “dinosaurs” was first coined by British palaeontologist Richard Owen in 1842, translating as “terrible lizard” in Greek. While many appear to be menacing and forbidding, these ancient animals have been studied by men for many years, after the discovery of bones and fossils – and made its way into people’s lives through books, magazines, cartoons, television programmes and movies like *Jurassic Park*.

The “Dinosaurs Alive in Kuala Lumpur” exhibition gives Malaysian dinosaur followers a chance to discover the mystery and magic that these creatures have. The pop-up *Jurassic* themed tent is now on from 10am to 10pm daily, at the *MaTiC Lanai*, located at the *Malaysia Tourism Centre (MaTiC)* at 109, Jalan Ampang, Kuala Lumpur.

A fun-filled exhibition that is larger than life, *Dinosaurs Alive* gives dinosaur followers and new admirers of all ages the chance to enjoy a one-of-a-kind educational and entertaining showcase. Officially opened on August 14, the exhibition is an initiative by *MaTiC* in collaboration with Creative Alliance and Dinosaurs Touring, a Melbourne-based company.

“The owners of the *Dinosaurs Alive* exhibition, who are passionate about dinosaurs worked with palaeontologists to create and bring to life dinosaurs of different kinds and ages. The 40 animatronic dinosaurs displayed at the site have been made so that they are close to actual dinosaurs which lived years ago,” said Rasila Hamzah, Director of Public Relations, *Dinosaurs Alive* at Kuala Lumpur.

So far the *Dinosaurs Alive* exhibition has seen 50,000 visitors so far, with more expected to visit the temporary site until the last day of operations, on January 14, 2018. The animatronic *Pachycephalosaurid* sets the mood for visitors as they enter the grounds of *MaTiC*, and

entering the circus like tent where the fun (and education) begins. Spread out and organized, there is plenty to take in when steps into the home of these animatronic animals.

When entering the exhibition space, the *Jurassic*-themed forest site takes one by surprise, especially with the *Tyrannosaurus Rex* in the middle of the entrance. The 9m-tall and 25m-long *T-Rex*, (as it is affectionately called) is one of the highlights of the display and was made especially for the exhibition. Cool and dark, the exhibition area consists of strobe lights and *LED* lights in various colours that illuminate and spotlight these dinosaurs – some known and others waiting to be discovered. With a blast of dry ice that is released into the air, the atmosphere transforms into a site that is misty, mysterious and exciting.

The animatronic dinosaurs represent a selection of herbivores and carnivores creatures that once walked on earth, according to palaeontologists and findings of dinosaurs bones around the world. From the *Leaellynasaural*, *Allosaurus* and



Triceratops to *Pachycephalosaurus*, *Stegosaurus* and *Saltasaurus*, dinosaur lovers have the chance to close to these mechanical yet almost real creatures that sometimes wink, move and roar. Each exhibit comes with a name plate and information about the dinosaur – which have soft and rubber-like skin.

Since opening its tent doors, *Dinosaurs Alive* in Kuala Lumpur has gotten interest from dinosaur lovers and families from across the

country as well as tourists and expats within the *Klang Valley*. The largest dinosaur exhibition in the region is an ideal diversion for kids during weekdays and holidays as it not just entertains but educates them about the much loved and feared warm-blooded reptiles of the past.

“A lot of work and effort have been made by the organisers and owners to ensure the exhibition will appeal to local and international tourists who are interested in the pre-historic creatures. The animatronic creatures were shipped in containers from Australia and set-up by the crew of *Showtime Australia* at the site located at *MaTiC*,” added Rasila.

Apart from displaying a variety of dinosaurs, in different shapes and sizes, the exhibition features interactive games for children, a dinosaur sand-crafting area, dinosaur bone assembly activities and history area. Among the most popular activity among children include children having the chance to experience the lives and lifestyles of palaeontologists, wearing special lab coats and goggles before discovering their own dinosaur discovery at the dinosaur egg and fossil dig zone. With jumping castles, games as well as themed food and beverage zones there is plenty of activity for the whole family, who have spent an average of two hours per visit – with celebrities such as Scha Alyahya, Nabil Ahmad and Malaysia’s rock icon Amy Search visiting the exhibition with their families.

With the ability to thrill visitors of all ages and curiosity levels, tickets for “*Dinosaurs Alive* in Kuala Lumpur” are priced at RM50 per adult and RM30 for children aged three to 12. Discounts are available for groups of 10 and more as well as for school groups of 20 or more students. Packages and bookings are also available for private and corporate events, social groups, VIPs and special functions with prior arrangement.



DISCOVER AMAZING DESTINATIONS

WITH STAR CRUISES SUPERSTAR LIBRA’S NEW TRIPLE HOMEPORTS

Imagine yourself waking up to a brand new tropical paradise at your doorstep everyday for three consecutive days without going through the hassle of flight connections, queuing for weary train and bus journeys, haggling with taxi drivers over cab fares and packing and unpacking your luggage. Now, imagine leaving the cares of the world behind you as you step into a world of luxury where all your wants and needs are attended to by gracious hostesses on a floating holiday resort. Further imagine you have the option of boarding this buoyant palace from three different locations without having to fly in to join the cruise. Sounds too good to be true? Well, your dream has just been realised when Star Cruises recently announced in early August 2017 on their exciting new package offered by their cruise ship SuperStar Libra.

With the announcement, SuperStar Libra will deploy from 3 September 2017 onwards with triple homeports based in Kuala Lumpur via Port Klang and Penang in Malaysia, as well as in Phuket, Thailand. With the triple homeports, Star Cruises hopes to tap into Kuala Lumpur’s growing role as a top regional air hub with fly-cruise options and boosting Southeast Asia’s cruise industry.

With two cruises per week, including the 3-nights Kuala Lumpur (via Port Klang)/Phuket/Penang cruise or the 4-nights Kuala Lumpur (via Port Klang)/Langkawi/Phuket/Penang cruise, guests in Southeast Asia as well as the region will now have more flexibility and easy access to take a cruise with SuperStar Libra from any of these three well-connected key cities, especially Kuala Lumpur, which is now a major aviation hub in Asia.

Mr. Ang Moo Lim, President of Star Cruises recently commented that he is extremely delighted with SuperStar Libra’s new deployment in Kuala Lumpur, together with Penang and Phuket and is optimistic that the company will grow its source markets in Southeast Asia, allowing guests more access to multiple homeports and concurrently developing and stimulating the growth of the cruise tourism sector across borders through fly-cruise options. Throughout Star Cruises’ outstanding long history and strong connection with Malaysia and Thailand, the company had pioneered the cruising industry in the region for over 24 years and will continue to do so, bringing in millions of tourists and tourism dollars, growing both the local cruise tourism and international/inbound travel via the fly-cruise travel market.

Genting Cruise Lines International Sales senior vice-president Michael Goh said the introduction of multiple home ports offers guests the flexibility to take a cruise from any of the three well-connected key cities.

“The cruising business caters to both the local and international markets. Those overseas will reach Malaysia via the international airports in Penang or Kuala Lumpur. Good flight connections give us the opportunity to bring international passengers to these cities. They can then spend a few days exploring the cities before boarding the cruise ship,” said Goh at the launch of the triple home ports.

Guests and the media were invited into one of the lounges to catch a glimpse of the stunning musical and

acrobatic performances – entertainment that passengers can enjoy every night. They also had a chance to taste food prepared by the chefs on the ship, before going on a tour around the vessel to learn more about the amenities offered.

With Penang previously as the only homeport for SuperStar Libra in Malaysia, domestic travellers nationwide and international passengers can now celebrate with more options to either embark from the historically rich culture city of Penang or the modern bustling city of Kuala Lumpur via its new main homeport in Port Klang, Malaysia. Kuala Lumpur remains one of the key gateway to Malaysia and also the Southeast Asian region with an expected targeted inbound tourism of over 30 million in 2017. In Thailand, Phuket is also a renowned destination for many international tourists and Star Cruises is now opening up options for travellers from the island, both domestic and from the fly-cruise travel to hop a cruise with SuperStar Libra.

SuperStar Libra, at 42,285 gross registered tons, is 216.3m long and 32.64m wide, and has an average cruising speed of 17 knots. The ship offers 718 cabins, including 25 suites with 1,436 lower berths to suit diverse needs and budget from the spacious cabins of the Executive Suites with their own personal living room space to the amazing sea view of Oceanview Staterooms and more. The full range of facilities includes eight restaurants and bars offering international cuisines and beverages to satisfy all tastes.

“We strongly believe that, with our Asian DNA, food is always important to us. We are proud to say that we do not compromise on the culinary experience. Aside from Asian food, we also provide international cuisine that is also halal for all to enjoy,” Mr Goh added.

The guests can look forward to many exciting activities on board the 10-storey cruise ship. A show lounge, karaoke bar, beauty salon and spa and jacuzzi cater to a wide range of leisure interests, while the almost limitless onboard entertainment which includes live international performances, shopping at luxury retailers and duty-free shops, taking part in various sports and recreational activities and relaxing at the swimming pools, as well as a wide range of shore excursions at various popular destinations ensures an unbeatable cruising experience for families, couples and the young at heart. Star Cruises remains passionate and committed in offering the best cruise experience with a free and easy cruising holiday concept, accentuated by world-class service with a familiar touch of Asian hospitality.

Star Cruises is also introducing a new destination to local and international passengers – Macleod Island in southern Myanmar. “We are the first in the cruise industry to bring our passengers to this island, which is beautiful and remains untouched. One can do snorkelling, sea kayaking and even jungle trekking. The cruise itinerary to Macleod is bi-weekly, starting from November to March as this is the best time due to the nice weather,” Goh explained, adding that people have a choice of either this island or Langkawi for their four-night cruise holiday.





TOYO CHEM

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

GROUP CEO KATSUMI KITAGAWA



About Genting Cruise Lines

Genting Cruise Lines is a division of Genting Hong Kong comprising of three distinct cruise brands - Star Cruises, Dream Cruises and Crystal Cruises - providing a range of products from contemporary cruises to ultra-luxurious vacation experiences spanning the sea to air.

Established in 1993, Star Cruises is the pioneer in the Asia Pacific cruise industry currently with a fleet of six ships catering to the contemporary market segment. As “The Most Popular Cruise Line in Asia”, Star Cruises will further expand its footprint in the region with the delivery of two new “Global Class” ships, each measuring 201,000 gross tons, in 2020 and 2021.

“Asia’s Luxury Cruise Line”, Dream Cruises delivers the highest level of guest service and spacious comfort in the region via newly launched Genting Dream (November 2016) and the upcoming World Dream (late 2017). Developed for the high-end consumers in China and Asia, Dream Cruises will provide passengers with more choice, comfort and value to create a perfect dream voyage.

Crystal Cruises is “The World’s Most Awarded Luxury Cruise Line”, having earned more “World’s Best” awards than any other cruise line, hotel, or resort in history. Recently, Crystal

has embarked on a significant brand expansion introducing two new classes of cruising - Crystal Yacht Cruises and Crystal River Cruises - and reaching new heights with Crystal Luxury Air and Crystal AirCruises.

About Star Cruises

Star Cruises is a wholly-owned subsidiary of Genting Hong Kong, a leading global leisure, entertainment and hospitality corporation. A pioneer in the Asia Pacific cruise industry, Star Cruises has been operating its fleet since 1993, taking on the bold initiative to grow the region as an international cruise destination with a fleet of six vessels including SuperStar Virgo, SuperStar Libra, SuperStar Gemini, SuperStar Aquarius, Star Pisces and The Taipan.

Star Cruises’ commitment in offering best-in-class services and facilities is reflected in a host of recognitions and accolades received over the years. These include being inducted into the prestigious Travel Trade Gazette’s “Travel Hall of Fame” for a ninth year in 2016 in recognition of winning “Best Cruise Operator in the Asia-Pacific” for 10 consecutive years. Star Cruises was also recently voted “Asia’s Leading Cruise Line” at the World Travel Awards for the sixth year in a row in 2017.

For details, visit www.starcrui.com



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VOLVO XC90 T8

Twin Engine Hybrid

SUPERB, LUXURIOUS, ELEGANTLY CRAFTED

BY NURILYA ANIS RAHIM

A gorgeously compelling new entry that is upending the luxury-SUV oligarchy.

On our weekend trip to Belum Rainforest Resort in Pulau Banding, Gerik, we were given the opportunity to review the new handsome, square-jawed XC90 T8 Plug in Hybrid by Volvo Cars Malaysia. With Perak's scenic view along the highway and coastal villages on the trunk road, driving the widely-lauded technologically-advanced SUV up north was just a smooth and remarkable experience. When we first picked up the car, we got quite intimidated with all the electronic features, but as the Volvo personnel handed me the car key, he assured us, "Don't worry about making any mistakes as the car will fix it for you", and his statement was proven true after the trip.

Volvo has emerged stronger as ever with the second generation of XC90, the impressive start of an all-new lineup developed under Chinese owner Geely. The XC90 is an elegant Swede that offers more efficiency and safety than its rivals, while adding a dose of Scandinavian flair. With an upright and bold countenance, the XC90 exudes confidence, along with a full complement of features and technology, comfortably earns its way further upmarket than previous XC90s. In case you think it's getting by on looks alone, the Volvo manages to pack more third-row and cargo space. There's room for seven in the elegantly appointed interior, with deeply comfortable seats as well as Sensus, Volvo's new infotainment system.

Safety Features Second To None

Safety is a given in a Volvo and the XC90 is no exception. Volvo's seven-seat entry has garnered for itself the reputation of being the safest bet, in the most literal sense of the term, for all its occupants and even those around it. Volvo's safety reputation for the new XC90 has earned it a Top Safety Pick rating from the Insurance Institute for Highway Safety. That represents the highest possible score in all tests, including superior for its front-crash prevention system.

The XC90 is the first model to be based on Volvo's new Scalable Product Architecture (SPA), whereby the batteries are fitted within the platform's central tunnel to minimise the possibility of it being damaged during a crash.

The SUV comes with advanced safety features like seven airbags, lane departure warning, lane keeping aid, roll stability control and hill descent control. Also fitted is the park assist pilot system, for both parallel and perpendicular parking. A latest addition is an inclination sensor that ties in with car's alarm system, detecting if the car is being towed or jacked up.

For the run-off-road protection package, the all-new Volvo XC90 detects what is happening and the front safety belts are tightened to keep the occupants in position. To help prevent spinal cord injury, energy-absorbing functionality between the seat and seat frame cushions the vertical forces that can arise when the car encounters a hard landing in the terrain.

The car also has a city safety features with auto brake in intersections. The XC90 is the first car in the world with technology that features automatic braking if the driver turns in front of an oncoming car. IntelliSafe with city safety has become the umbrella name for all of Volvo Cars' auto brake collision avoidance functions, which are standard equipment in the new XC90. Meanwhile adaptive cruise control with pilot assist traffic jam assistant enables safe and comfortable semi-autonomous driving.

Clearly, the XC90 was made for being better in other areas of its being – especially to stay in line with the Swedish car maker's ambitions of having no one killed or seriously injured in a new Volvo by year 2020.

Driving Performance

For those unfamiliar with Volvo's T8 Twin Engine, the plug-in hybrid powertrain employs a 2.0 litre four-cylinder super and turbocharged Drive-E petrol engine and an electric motor. There is also a 150 Nm crankshaft-mounted starter generator (CISG) positioned between the engine and eight-speed torque converter automatic transmission to help with low-speed or from stationary acceleration.

Before reaching the resort, driving along Gerik's winding road can be quite a challenge but with the SUV's superb handling, it made the drive supersmooth – body motions were well controlled and the XC90 was comfortable, stable, and reassuring even in rapid driving.

In terms of performance, the plug-in hybrid powertrain will propel the 2,343 kg SUV to 100 km/h from a rest in 5.6 seconds, and on to an electronically-limited top speed of 230 km/h. It's impressive how the seven-seater is capable of lunging forward with such urgency when you consider that the bulk of the vehicle's power is supplied by a 2.0 litre four-pot petrol engine.



The petrol engine is smooth, and presents a very linear throttle response. Clearly, this 2.0 feels a lot more capable than what its numbers alone suggest. Combined fuel consumption is 2.1 litres per 100 km (47.6 km per litre), and if you choose to run on just electricity, you could get as far as 43 km according to European NEDC test cycle.

Make no mistake, the term “Twin Engine” is not for nothing – this variant of the XC90 comes equipped with two sources of power; a 320 hp/400 Nm Drive-E 2.0 litre super and turbocharged four-cylinder engine and a rear-mounted 87 hp/240 Nm electric motor. Volvo claims that its combined total system output is good for 407 hp and 640 Nm of torque.

Power for the electric motor comes from a 9.2 kWh rectangular lithium-ion traction battery. The battery can be recharged via a household socket with the included portable charger, taking 3.5 hours on our regular Malaysian power supply (240 V, 13 amps). Energy recuperation from braking and coasting as you drive is also another method of charging the battery.

Speaking of drive modes, there are five of them available to help you get the most out of your XC90's going – hybrid, pure electric, power mode, AWD, and save. In “hybrid” mode, the XC90 employs a power strategy that automatically alternates between drawing power from the petrol engine and the electric motor, depending on what it anticipates your driving objectives are at the time – be it power, or efficiency.

In “pure electric,” the car relies solely on its electric motor for forwards propulsion. With a fully-charged battery, Volvo claims that you can get a driving range of up to 40 km before depleting the charge. In “power” mode, you get what you expect, maximum power from all available reserves. Using the “AWD” mode expectedly forces the XC90 to maintain its all-wheel drive power delivery as best as it can – maintaining the proposed state for as long as there's charge left in the traction battery.

To save up on power, the “save” mode is available to prevent the vehicle from drawing energy from the lithium-ion cells, allowing you to save the pure electric range for a later point in your journey. However, it is only capable of recharging the battery to quarter-full, which if you're not careful with later on, depletes very quickly indeed.

Personally, we found that leaving the XC90 T8 Twin Engine in its default “hybrid” mode is good enough to gain you all the benefits of low emissions, low fuel consumption driving, whilst allowing the car to react in a natural way to your throttle inputs – unleashing the powertrain's max capacity when needed, or reverting to full electric power when efficiency is preferred.

What the Volvo does have going for itself is an additional selectable gear position – where conventional vehicles typically have the P, R, N and D (park, reverse, neutral, drive) options, the XC90 has an extra “B” (Brake) position which basically further encourages energy recuperation by increasing the amount of engine-braking under off-throttle instances. When the “B” position is selected, the battery does noticeably charge back up at a quicker rate.

However, it should be clarified that the XC90 T8 Twin Engine requires no special treatment beyond your regular duties with a basic fuel-powered vehicle. As mentioned, the vehicle is capable all on its own of regenerating energy back into its traction battery, without you ever needing to physically plug the vehicle into a charging socket – negating any issues surrounding lacking infrastructure where you live.

Likewise, the advantage of at least having a wallbox charger in your homes can make a significant difference – should your regular commutes be short, you could theoretically run on pure electric mode indefinitely, so long as you are disciplined enough with the throttle pedal, and don't drive more than 30 to 40 km a day.

The one inevitable inconvenience, for Malaysians especially, is that the XC90 is unavoidably a very large vehicle. Fortunately, surrounding visibility isn't any sort of a hassle. You may not realise it at first, but the square shape of the XC90's body paired with good driver positioning helps outward visibility tremendously. The low window line, narrow A-pillars do lots to keep your view unobstructed, while there is of course a Park Assist Pilot with 360 degree Surround View camera to guide you.

LUXURIOUS STYLING

Exterior Design

One of the many highs of this SUV can be seen in the form of its brand new platform for which the latest XC90 is built on. Volvo's engineers were able to give its latest model a level-up by not only making it larger, but developing it around what they've studied to be the interests of the brand's customers – a philosophy Volvo stands firmly on.



The second-gen XC90 is longer, wider and lower than its predecessor – measuring 4,950 mm long, 2,008 mm wide and 1,776 mm tall. On top of the new dimensions that make for a more spacious cabin, the new XC90 is also lighter than the model it replaces, contributing to better fuel efficiency, improved performance, and a more manageable ride.

There's not a lot of new ground in the realm of SUV styling, so it pays to go simple. Volvo has no problem with that; a simple, clean aesthetic is its calling card on almost all its vehicles. The XC90 stands out with an elegant yet simple Scandinavian design. The whole look is solidified with Volvo's signature “Thor's Hammer” LED headlight which comes with LED Active Bending Lights and Active High Beam Control.

Moving down the sides, there is a set of 20-inch, 10-spoke silver diamond-cut alloys wrapped in 275/45 tyres. Highlights include LED Adaptive Brake Lights, dual exhaust tips and a power-operated tailgate with handsfree operation. Unlike the CBU offering that came with a colour palette totalling eleven, the CKD XC90 is only offered in five exterior colours – Ice White, Onyx Black, Saville Grey, Twilight Bronze and Bright Silver.

Interior Design

Volvo is known for sparse interiors, which makes it harder to connote a sense of luxury, but the XC90 does the job fantastically. The detailed and gorgeous interior includes linear walnut wood trim, which also adorns the sliding cupholder cover. Another above-and-beyond detailing is the stitching that decorates the leather dash and door inserts actually continues unabated behind the grab tab for the sunshades on the rear side glass. The key fob is also wrapped in the same Nappa leather as the seats.

The car's centre console is split right down the middle with the half closer to the driver features the crystal glass gear knob from Swedish glassmaker Orrefors, and a diamond-cut engine start-stop button and drive mode selector. The remaining half slides open to reveal a deep and slotted pocket that will grip two cups, has a 12-volt power socket and additional room between the two areas for further storage.

The Ergonomics & Electronics

Today's cars are more computer on wheels than ever, and Volvo made a bold move by placing a nine-inch tablet-like touch-screen display at the centre. It seamlessly integrates into the dashboard with an intuitive but unique interface logic and a single physical home button at the bottom – it took us no more than a minute to fully grasp the concept and became pros ourselves. It controls nearly all in-car features from air conditioning, navigation, media and system updates to safety features like lane departure warning which impressed me the most.

The XC90 also has a number of surprise-and-delight features such as a sunroof shade and the ability to adjust the passenger seat using the driver's-side controls. Meanwhile the multifunction steering wheel has buttons for the cruise control on the left spoke, while the buttons on the right give you control over the 12.3-inch full-LCD digital instrument panel's menus and voice control system.

There's also a dedicated dual-zone air-conditioning system at the back with a very impressive-looking digital display on the centre tunnel with excellent touch sensitivity. The standard four-zone climate control is a nice feature, allowing all three rows to control their airflow and temperature with the two front occupants get their own zones.

Cargo & Storage

Apart from its masterfully minimalistic techno-wizardry, the XC90 is also impressively designed where spaciousness and interior comfort is concerned. At first the front seats seem overly firm, but the more time spent in them the more orthopedically perfect they feel. The second row of seats is comfortable for outboard passengers where leg and shoulder room is exceptional and it features Volvo's popular built-in booster seat for kids. While the third row would be less comfortable in terms of leg space and seat materials, which are noticeably thinner.

With all seats upright and in usable position, the XC90 has a total of 436 litres of boot space behind the third-row seats. The adaptive suspension comes in handy when accessing the cargo area, as the load floor is quite high. With the adaptive suspension, it can be lowered by a button to make it easier to reach. The power liftgate opens automatically when you approach and stand at the rear of the XC90 for a few seconds, making loading items far more easier. Value in Its Class

Saving the best for last, Malaysia is the only other country in the world to produce the flagship XC90 outside of Sweden, specifically at Volvo's plant in Shah Alam, Selangor. wwThe base price of this car might make your eyes pop, but when you take into account the standard all-wheel drive, power liftgate, navigation and panoramic moonroof, it's not considerably more than competitors. This locally assembled luxury is retailed at RM403,888 while the imported version retails at RM453,888.



TE WAIP OUNAMU

THE SOUTH ISLAND OF NEW ZEALAND

Write up by : **AIN MC**

NEW ZEALAND'S SOUTH ISLAND IS SIMPLY ONE OF THE MOST STUNNING PLACES ON EARTH. THE NORTH ISLAND IS HOME TO BEAUTIFUL BEACHES AND THE COUNTRY'S TWO MOST COSMOPOLITAN CITIES, BUT THE SOUTH ISLAND'S UNTOUCHED, WILD BEAUTY AND DIVERSITY OF TERRAINS SETS IT APART AS IT HOSTS THE PUREST NATURAL LANDSCAPES YOU WILL EVER EXPERIENCE.

SOUTH ISLAND IS AN ISLAND OF BIG SCENERY AND A NATURAL PLAYGROUND. DRAMATIC MOUNTAINS AND GLACIERS SWEEP DOWN TO MYSTERIOUS FJORDS CARVED DEEP INTO THE COASTLINE, SECLUDED SANDY BEACHES PROVIDE A GATEWAY TO FORESTED NATIONAL PARKS, AND TINY COASTAL AND LAKESIDE TOWNS BELIE THEIR SIZE WITH AN AWE-INSPIRING RANGE OF OUTDOOR ACTIVITIES.



01

The Untouched Beauty

Alpine landscapes meet lush and breathtaking valleys in New Zealand's glorious South Island. Ski enthusiasts, mountaineers, swimmers and surfers, oenophiles (wine lovers) and general wanderlusts will find a natural paradise in this Southern region of the land of the long white cloud. The variety of experiences available is so extensive, most visitors find the best way to take it all in is to jump into a caravan and hit the road for a couple of weeks.

Here, towering alps meet peaceful sounds and rugged coastlines merge with sweeping plains. Just when you think you have seen the most beautiful sight in your life, you turn the corner, another one crops up and takes your breath away again!

One of the most picture perfect regions of New Zealand, the Mackenzie Basin, home to Lake Tekapo and Mt Cook Village, lies roughly in the centre of the South Island between the sprawling plains of Canterbury and the towering mountains of the Southern Alps.

At the heart of it lies Lake Tekapo, one of New Zealand's most photographed lakes because of its powdery blue water and the perfectly positioned Church of the Good Shepherd that stands on the southern edge of the lake. This tiny church features an altar window that frames stunning views of the lake and mountains. It is impossible to not be mesmerized with the beauty of this lake.

The loveliest surprise that comes in a form of a beautiful scenery is probably one of the most underrated of all the lakes on New Zealand's South Island. As you drive over the rise on the road from Lake Tekapo, Lake Pukaki appears out of nowhere and stuns drivers to instantly slow. We found the colour of Lake Pukaki to be more amazing than Lake Tekapo but it's not just the colour that makes this lake so impressive, at the far north of the lake is New Zealand's tallest mountain, Mt Cook, in all its glory.

New Zealand's South Island is indeed an island that keeps on



03



02

- image :*
- 1) The surreal morning view at Lake Mapourika.
 - 2) The hike to Arthur's Pass National Park
 - 3) Church of the Good Shepherd

giving. For instance, an observatory may not be on everyone's travel itinerary; but if you pay a visit to the Mt John Observatory, you might just make one of the best decisions in your life. What makes it such a great spot for an observatory is the incredibly clear skies it enjoys from its position - in the rain shadow of the alps, with one of the country's

driest climates. The extra altitude of Mt John, about 1000m, means even less atmosphere between the telescopes and the stars. It was amazing how much could be seen with the naked eye in such clear conditions, especially with someone knowledgeable to show where to look and what to look for.



01

The nights in South Island is definitely one of the many things that will leave an everlasting impression on visitors. The incredible clarity of the night sky is beyond compare - but the brightness of the stars on a clear frosty night in South Island rivalled the best of them.

8th Wonder of the World

One of the most scenic routes you can experience while driving around South Island is that one of Te Anau to Milford Sound. The road to Milford Sound is as much a scenic experience as the fjord itself. Get your camera ready for this world-renowned journey as this short road trip takes you to remote - but still accessible - locations set amongst breath taking, out-of-this-world landscapes.

From Queenstown, follow the road to Te Anau as it winds round the gentle curves of Lake Wakatipu. The scenery here is stunning - lakeside vistas are framed by the rugged face of a magnificent mountain range appropriately named The Remarkables. Easy rolling countryside soon leads you to the shores of Lake Te Anau, the biggest of the South Island's many lakes. On the western side, the long arms of the lake disappear into the looming, densely forested Murchison Mountains.

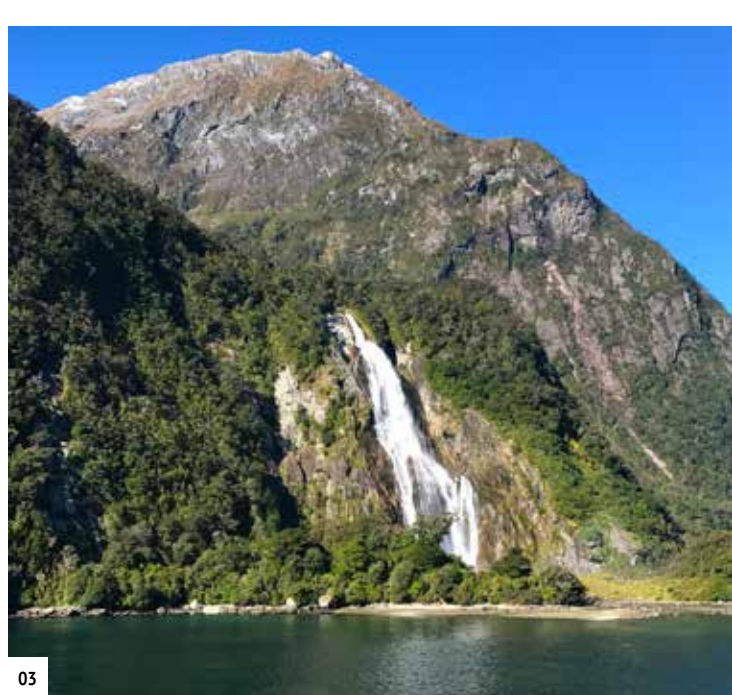
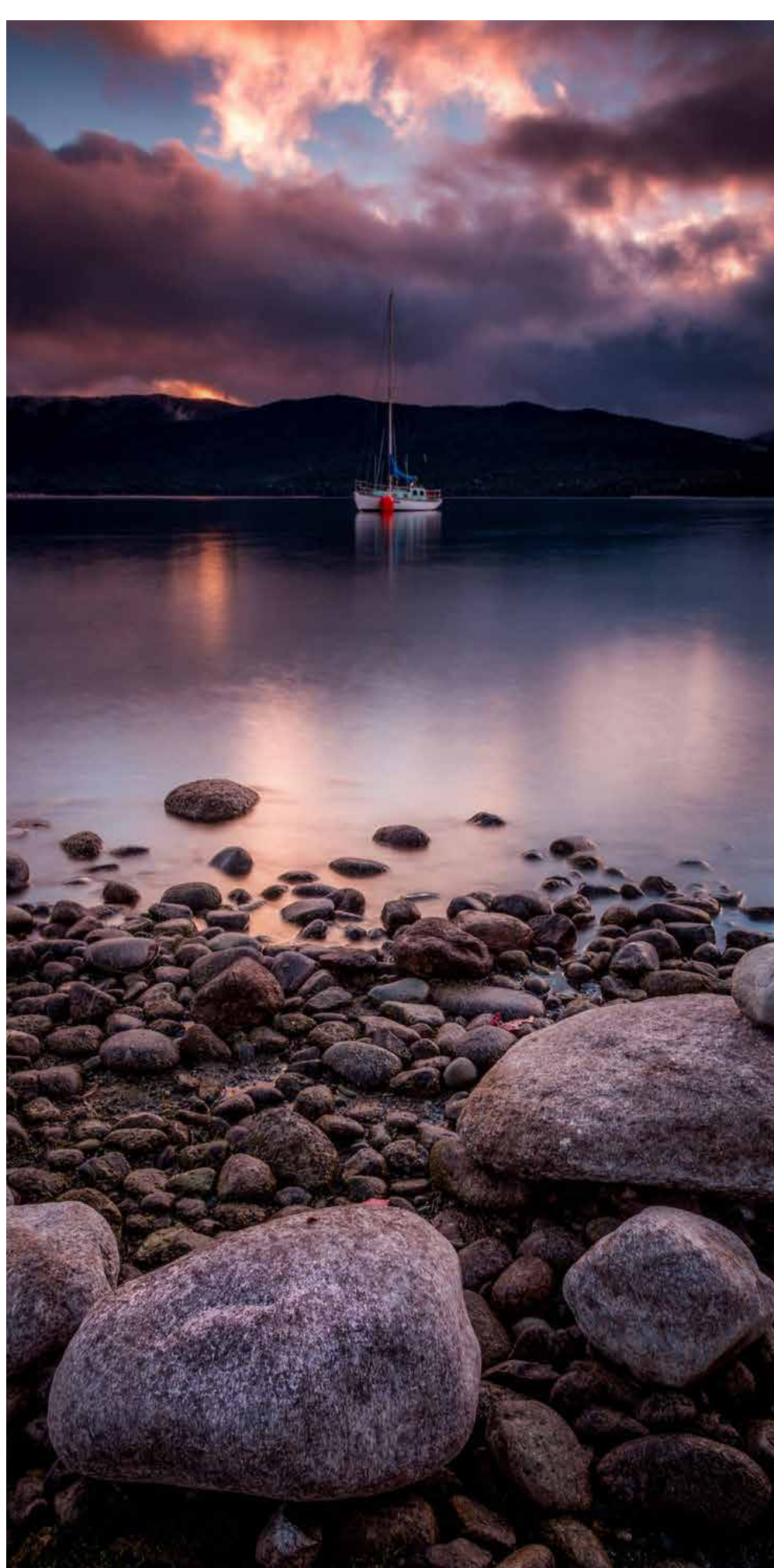
The picturesque township of Te Anau is the main visitor base for the glacier-carved wilderness that is Fiordland National Park. Home to a wide range of accommodation including lodges, hotels and and campgrounds, Te Anau is the perfect stopover on the way to Milford Sound from Queenstown.

Once you have reached Milford Sound, you are in for a remarkable experience and definitely an unforgettable one. Described by Rudyard Kipling as the 'eighth wonder of the world', Milford Sound was carved by glaciers during the ice ages. The spectacular geography and wildlife of Milford Sound is best experienced up-close on a cruise.



02

image :
01) On top of Mount John Observatory, overlooking what might be the best view in New Zealand.
02) Lake Pukaki, a sight to behold and one that will instantly capture your heart.



03



04

image :
03)The majestic 8th Wonder of the World, Milford Sound.
04) Castle Hill - where the famous battle of the White Witch of Narnia happened.

Here, steep cliffs rise out of deep blue water and fur seals sunbathe on rocks. Your boat cruise may take you up to the Bowen Falls - which are 160m high - or the Stirling Falls, which cascade into the fjord like a giant shower. Some boats have underwater viewing observatories, and all provide panoramic photo opportunities. Look out for penguins and dolphins, as well as whales - the occasional one makes it all the way into the fiords. Your heart can only take so much.

Endless Discoveries

It won't be an easy task to write down the best tips and recommendations for New Zealand south island road trip without repeating the words awesome, great, incredible, stunning, fantastic and impressive too much.

It is no surprise that the dream-like island was the chosen homes for mystical creatures of the famous Lord of the Rings and the great kingdom of Narnia. God has indeed spent extra time in putting the country into existence with its untouched beauty.

Whether you're glacier walking, or strolling along a beach, there is always something to marvel at in New Zealand. South Island providing a majestic backdrop for whatever escapade one may desire to embark on, your visit is guaranteed to be memorable and the first of many.

THOR: RAGNAROK

THE MARVEL CINEMATIC UNIVERSE’S MOST AUDACIOUS ENTRY SO FAR, THOR’S THIRD STAND-ALONE MOVIE GOES THERE WITH WILD, BOLD CHOICES -- AND IT SUCCEEDS, EPICALLY, ON MANY LEVELS.

Thor: Ragnarok is proof that Marvel has finally allotted space for a new cinematic voice to take total control over one of its franchises in desperate need of change. Ragnarok is a doodle notebook full of teenage daydreams, a neon-infused fantasy of what superhero films could look like. There are gigantic monsters and beautiful women; zombie armies and a big spooky dog; an evil witch and Jeff Goldblum, but this isn't just a wacky movie made for the sake of wackiness. Ragnarok is the child of confident filmmaking and understanding of what the Thor franchise could have always been.

2011's Thor was an otherworldly Shakespearean tragedy most famous for introducing Loki as a primary antagonist to the franchise and explaining who, exactly, Thor is. Thor: The Dark World allowed us to witness the absolutely criminal misuse of Christopher Eccleston as the villainous Malekith. Where Thor has always shone brightest is within his more restrained roles in The Avengers and Avengers: Age of Ultron. Chris Hemsworth could throw out ten fantastic, funny one-liners and still come out the winner. Hemsworth has always been the selling point behind the Thor franchise, not so much the world he exists in.

For Ragnarok, director Taika Waititi — best known for his work on the vampire mockumentary What We Do In The Shadows — was able to make the film that he saw in his kaleidoscope-encrusted heart. There's been a trend lately of grabbing indie film directors with a notable film under their belts and throwing them behind gigantic projects, watching their sudden shifts from the minors to the majors crush directors' otherwise promising careers. Waititi, however, managed to bring the exact nuances of comedy, relationship and loss of an indie film to one of the biggest blockbuster action films of 2017 without missing a beat. The opening sequence of Ragnarok manages to do in a cold-open what some Marvel entries cannot establish in an entire feature. A clear tone is set from the opening shot, featuring a hilariously over-stylized voiceover from Thor, just before he engages in barbed banter with a horrifying antagonist. As the two argue, the dangling Thor keeps spinning just out of frame and having to circle back in to continue the conversation.

When the joke is stretched just beyond its breaking point, the God of Thunder engages in an action sequence that rivals the biggest video game set-piece you've ever seen, doling out combo-moves and hidden powers in a way that guarantees every single attack is a new and riveting choice. Led Zeppelin's "Immigrant Song" blasts through the screen just as Thor blasts through an army of monsters, and we are quickly brought right back in this universe — but through a lens that is simultaneously more focused than



any previous outing, yet more willing to let Thor breathe and dabble in the gray areas of humanity. From here the various plot arcs extend in patterns so complicated that it puts both Guardians of the Galaxy entries to shame. We meet characters that are given a depth of story and background so easily conveyed via a few comedic lines that the extraneous exposition of entries like Civil War seem positively novice by comparison. There is not one character

in Ragnarok that you don't immediately understand, that you don't immediately grieve for on some level and that you don't immediately wish you could see Waititi expand into their own spin-off.

Even with that, this is the most likable and interesting Thor has ever been. Hemsworth is given the chance to do what Hemsworth should have always been given the chance to do: be funny. But the script also makes sure that even the funniest one-liners Thor uses against Hulk or Loki are based on a development of their relationships that is often

borderline painful when you realize what's actually being said.

It's the filling out of a bonkers cinematic world in record breaking ease that establishes Ragnarok as the bright shining star in the Marvel gauntlet. Cate Blanchett's villain, Hela, has the most bloodthirsty introduction of any antagonist in the series, Hiddleston's Loki has an emotional journey that fits excellently within the bigger story, and Tessa Thompson's Valkyrie manages to steal the film in the process.

Not to mention that Hulk can talk now. Hulk and Thor have a "Withnail & I in space" vibe where they cannot seem to escape from their vacation together. It ties back to the ending of Ultron and while those plot points seem so long ago, there's a cruelty in their delivery that does more with Whedon's story than Whedon was capable of. That's only a fraction of this movie and I'm still putting together the pieces of how a franchise film can do a weird aside this well. From a storytelling standpoint, Waititi has given Ragnarok seven complete acts, which are all successful.

There are bad-ass women, monsters, hilarious jokes and an appreciated space-punk soundtrack by Mark Mothersbaugh. Not to mention that Doctor Strange is better here than in his own origin adventure movie. Ragnarok sets the new standard by which the entire MCU will have to adhere to, including the upcoming Avengers: Infinity War. Ragnarok is an intense space opera that genuinely cares about every character having a journey and doesn't waste a second of screen time on anything artificial.

Is there anything to criticize? Of course. There's some sleight drags in the pacing that are entirely excusable based on the service they give to the characters. There's some problems with Hela, which here manage to include Karl Urban for some reason. Urban plays a conflicted warrior with no real allegiance who is repeatedly tested by his new master in a series of trials that don't matter because no one cares about the stakes of a character that clearly cannot survive the film.

There's some world-building lore and backstory that fails to answer the complicated questions that the film asks, probably because it just wasn't nearly as much fun as everything else happening on screen. But to say that there's ten minutes that could've been cut, that's a pretty mild criticism.

Thor: Ragnarok is a big bet for Marvel. It deviates from everything it's structured the franchise to be, but it's also a perfect example of taking big risks for even bigger wins. Thor: Ragnarok is winning like no Marvel movie has won before.



SERBA DINAMIK HOLDINGS BERHAD

THINK GLOBALLY,
ACT LOCALLY...



Serba Dinamik is an international energy services group providing engineering solutions to the Oil and Gas ("O&G") and power generation industries with operational facilities in Malaysia, Indonesia, United Arab Emirates ("UAE"), Bahrain and the United Kingdom ("UK").

Under engineering solutions, we provide Operations and Maintenance ("O&M") services and Engineering, Procurement, Construction and Commissioning ("EPCC") works. Under O&M services, we provide Maintenance, Repair and Overhaul ("MRO") of rotating equipment which includes gas and steam turbines, engines, motors, pumps, compressors and industrial fans; Inspection, Repair and Maintenance ("IRM") of static equipment and structures including boilers and unfired pressure vessels, piping systems and structures, as well as maintenance of process control and instrumentation. Our O&M services for, O&G production platforms, crude O&G refineries, petrochemical manufacturing plants and LNG plants.

We have the capabilities to carry out EPCC of plants, facilities, road infrastructure and buildings, as well as other related systems and solutions including design and installation of process control and instrumentation, auxiliary power generation and firefighting systems.

As an extension of our core competencies in providing maintenance services, we have started to embark on our asset owner business model strategy with our first Compressed Natural Gas ("CNG") plant in Muaro Jambi, Sumatra in Indonesia. Moving forward, we will continue to expand on this strategy through the development of small gas power plant and water utilities in Indonesia.

WHAT'S HAPPENING

1ST NOV – 31ST MARCH 2018

KL BIENNALE

What: The National Art Gallery announced its inaugural edition of the Kuala Lumpur Biennale with the theme of BELAS or Be Loved that recognizes, embraces and echoes societal values. Featuring a stellar line-up of artists from Southeast Asia, China, South Korea, Japan and India, the KL Biennale is anticipated by Malaysians and visitors as a highlight on the city's cultural calendar, for its active international and local collaboration and a meaningful exchange of ideas.

Where: National Art Gallery

Website: www.artgallery.gov.my



15TH NOV – 15TH DEC 2017

EXPO NEGARAKU

What: Expo Negaraku is to showcase the nation's development success stories especially the infrastructure that was built by the Malaysian Government from 2009 up to the present day - and to help Malaysians visualise the planned projects in the future, for a better quality of life for all citizens. Dataran Merdeka has been chosen as Expo location due to its strategic location, access to public transport facilities such as MRT, LRT, KTMB and busses, to ease visitors to visit the Expo. The Expo, which will be opened to the public from 10am to 10pm everyday will also have different themed events throughout the one month period.

Where: Dataran Merdeka, Kuala Lumpur

Website: www.pico.com.my

30TH NOV – 3RD DEC 2017

PENANG ISLAND JAZZ FESTIVAL

What: The 14th Penang Island Jazz Festival features local and international performers performing in the main festival at Bayview Beach Resort and at the fringe stage at various other selected venues throughout the island. Held annually on the beautiful island of Penang every first weekend of December, the festival has through the years seen many local and foreign acts from USA, UK, Australia, South Korea, Japan, Indonesia, Germany, Norway, Netherlands, Sweden, Brazil, Hungary, China, Taiwan, Vietnam, and more.

Where: Bayview Beach Resort, Penang

Website: www.penangjazz.com



3RD – 5TH NOV 2017

MURFEST

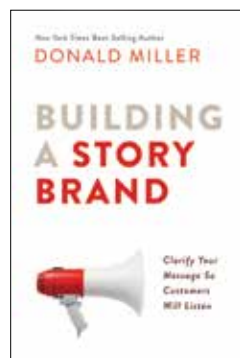
What: A unique home-grown now International Urban Retreat Festival. Inaugurated in 2014, MURFEST has grown to position Malaysia as a Health & Wellness tourism destination. With more than 6000-8000 participants over 3 days, MURFEST surely is a not to missed Urban Retreat. 3 days, 80+ Workshops, 1 Asian Health & Wellness Awards, 1 International Zumba Concert and many activations focused on Wellness, Music, and Dance

Where: Le Meridien & IOI Putrajaya

Website: www.murfest.com



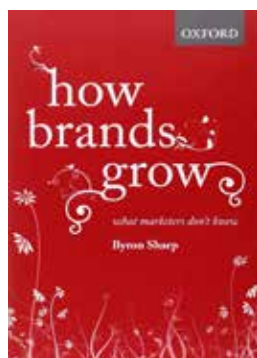
BOOKS



BUILDING A STORYBRAND

By Donald Miller

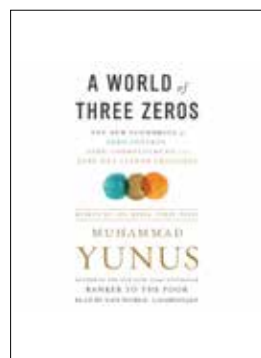
Donald Miller uses the seven universal elements of powerful stories to teach readers how to dramatically improve how they connect with customers and grow their businesses. Donald Miller's StoryBrand process is a proven solution to the struggle business leaders face when talking about their businesses. This revolutionary method for connecting with customers provides readers with the ultimate competitive advantage, revealing the secret for helping their customers understand the compelling benefits of using their products, ideas, or services



HOW BRANDS GROW: WHAT MARKETERS DON'T KNOW

By Byron Sharp

This book provides evidence-based answers to the key questions asked by marketers every day. Tackling issues such as how brands grow, how advertising really works, what price promotions really do and how loyalty programs really affect loyalty, How Brands Grow presents decades of research in a style that is written for marketing professionals to grow their brands. It is the first book to present these laws in context and to explore their meaning and application



A WORLD OF THREE ZEROS

By Muhammad Yunus

The book describes the new civilization emerging from the economic experiments his work has helped to inspire. He explains how global companies like McCain, Renault, Essilor, and Danone got involved with this new economic model through their own social action groups, describes the ingenious new financial tools now funding social businesses, and sketches the legal and regulatory changes needed to jumpstart the next wave of socially driven innovations. He invites young people, business and political leaders, and ordinary citizens to join the movement and help create the better world we all dream of.



ENTREPRENEURIAL YOU

By Dorie Clark

Dorie Clark, a successful entrepreneur and author, has done it all. In Entrepreneurial You she provides a blueprint for professional independence with insights and advice on building your brand, monetizing your expertise, and extending your reach and impact online. In short, engaging chapters she outlines the necessary elements and concrete tactics for entrepreneurial success. She shares the stories of entrepreneurs of all kinds—from consultants and coaches to podcasters, bloggers, and online marketers—who have generated six- and seven-figure incomes.

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^{*1} A function combining operation by CASIO's original solar power-generation system with current positioning determination by GPS (Global Positioning System: global satellite positioning system) and time correction by terrestrial radio wave. ^{*2} Approximate battery operating time: 7 months (no exposure to light after a full charge).



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BRAND

THOUGHTS & TIPS

“NEVER LET THEM GIVE YOU THEIR OWN BRANDING UPON YOUR NAME, BRAND YOURSELF TO AVOID BEING FALSELY BRANDED ”

Tare Munzara

“BE INTENTIONALLY INFECTIOUS. MAKE YOUR BRAND CONTAGIOUSLY BUZZ WORTHY”

Catrice M. Jackson

“BRANDING IS THE ART OF BECOMING KNOWABLE, LIKABLE AND TRUSTABLE”

John Jantsch

“WHEN PEOPLE USE YOUR BRAND NAME AS A VERB, THAT IS REMARKABLE”

Meg Whitman

“IN AN ERA OF TRANSPARENCY, YOU CAN HAVE INNOVATION WITHOUT BRANDING, BUT YOU CANNOT HAVE BRANDING WITHOUT INNOVATION.”

Martin Sorrell

“A GREAT BRAND IS A STORY THAT NEVER STOPS UNFOLDING”

Tony Robbins

“A BRANDING PROGRAM SHOULD BE DESIGNED TO DIFFERENTIATE YOUR COW FROM ALL THE OTHER CATTLE ON THE RANGE. EVEN IF ALL THE CATTLE ON THE RANGE LOOK PRETTY MUCH ALIKE”

Al Ries

“CALLING FOR CHANGE AND BEING PART OF MAKING CHANGE ARE TWO VERY DIFFERENT THINGS. STOP CALLING FOR CHANGE AND BE A PART OF MAKING THE CHANGE YOU WANT TO”

Loren Weisman

“THE ONLY PLACE WHERE SUCCESS COMES BEFORE WORK IS IN THE DICTIONARY”

Vidal Sassoon

“IN ORDER TO SUCCEED, WE MUST FIRST BELIEVE THAT WE CAN.”

Nikos Kazantzakis



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