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SAY YES2BRAND : Jubilant Jubilee Rising!

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The BrandLaureate Business World Review

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MANAGING EDITOR
Ida Ibrahim
THE BRANDLAUREATE SDN BHD (690453K),
398 & 418, SS21/60, Damansara Utama, 47400 Petaling Jaya.
Tel: (603) 7710 0348 Fax: (603) 7710 0350

SENIOR WRITER

Ian Gregory Edward Masselamani Printed in Malaysia by
PERCETAKAN SKYLINE SDN BHD (PQ 1780/2317) WRITERS 35 & 37, Jalan 12/32B, TSI Business Industrial Park, Batu 6 1/2,

Nurilya Anis Rahim Off Jalan Kepong, 52000 Kuala Lumpur, Malaysia. Ain M.C.

Gerald Chuah

CONTRIBUTORS

Anu Venugopal, Onon MC, Niki Wong

CREATIVE MANAGER

Ibtisam Basri

ASSISTANT CREATIVE MANAGER

Mohd Shahril Hassan

SENIOR GRAPHIC DESIGNER

Mohd Zaidi Yusof

MULTIMEDIA DESIGNER

Zulhelmi Yarabi

EDITORIAL ASSISTANTS

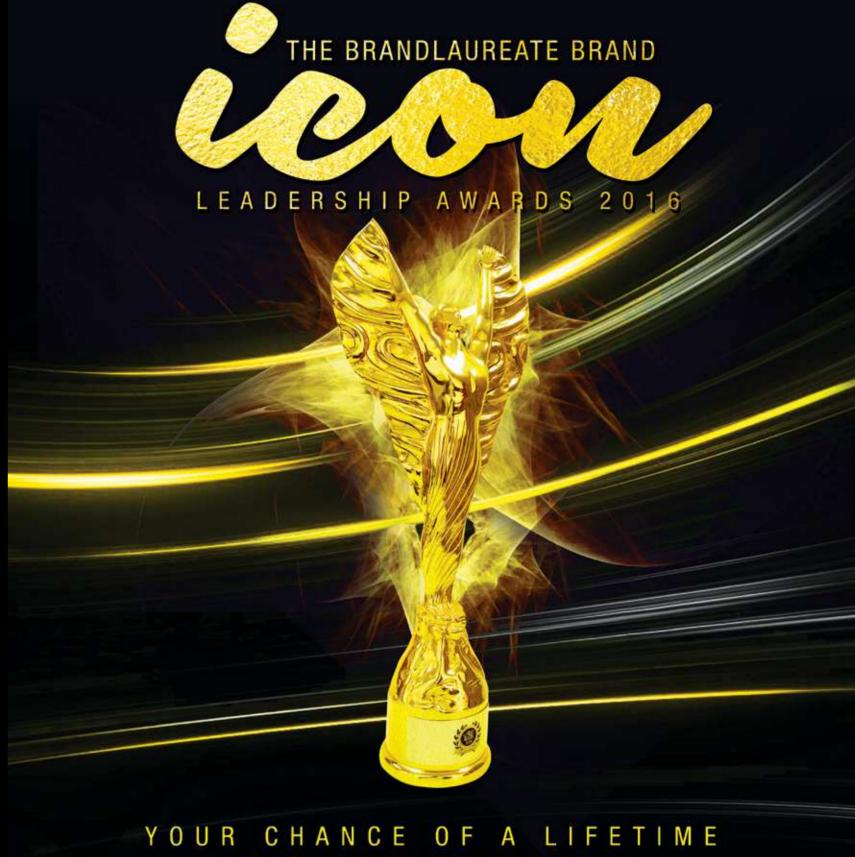
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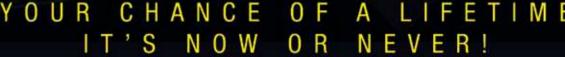
For suggestions and comments or further enquiries on

THE BRANDLAUREATE BUSINESS WORLD REVIEW,

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o many negative and horrifying incidents have happened during the past month which have made the world a less safe place to be in. Things that we used to take for granted, like enjoying a nice dinner with family and friends, could end up being the last meal for us. The shooting incident by IS militants in Dhaka exemplifies this fear and this is further aggravated by the bombings in Turkey, Paris, Nice and right in our own backyard, the *Movida Bar* in Puchong. It has definitely been a year of living dangerously, even though there are five more months before 2016 actually comes to a close.

On top of all these attacks, our minds and emotions have also been overwhelmed by other issues. *Brexit* was a much talk about matter. *Brexit* or Bremain – to exit or to remain – engulfed the thoughts and emotions of the Brits. The *Brexit* team won and it heralds a new chapter in the history of Britain, a new prime minister and the second female prime minister for Britain, Theresa May. Another glass ceiling broken for the women! May has the task of leading Britain out of the *European Union* (EU) and with Merkel of Germany, they will chart the course of a new age for Britain and the EU.

The pros and cons of *Brexit* has been debated and the outcome yet to be seen but what captures my attention is the coining of the terms, *Brexit* and *Bremain*, to define the movement. It shows the beauty and flexibility of the English language, the creativity in coining new terms to give meaning to issues and causes. The terms have become a call for action and now, there are calls for China to exit, or *Chexit*, from the South China Sea over the claims of Spratly Island.

Names are important in brands as it gives an identity. The recent spat where *AirAsia* wanted to rename *KLIA2* to *LCCT KL* caused some commotion. KLIA2 is the hub for low-cost flights and has been named by *Malaysia Airport Holdings Berhad* (MAHB), the company that manages airports in Malaysia. *AirAsia's* reason for changing *KLIA2* to *LCCT KL* is because *KLIA2* is basically a low-cost carrier hub and it wants to promote it as a low-cost carrier destination. Furthermore, *AirAsia* operates the bulk of flights in *KLIA2* so it feels that it has the right to change the name.

MAHB rejected AirAsia's rationale as *KLIA2* is part of the company's branding. It operates *KLIA*, the country's international airport at Sepang, and to synergize its Brand Identity, has no intention of renaming *KLIA2* to *LCCT* – which is basically a faceless entity. Even though the reason given by

AirAsia is meant to promote LCCT KL as a low-cost destination and make it the largest in the region, the request was shot down by the Minister of Transport, Dato' Seri Liow Tiong Lai.

There again, what is in a name? As Shakespeare once said, "A rose by any other name would smell as sweet," and I have to agree with the late thespian. Bangkok's low-cost carrier hub, Don Mueang, is the world's largest low-cost carrier hub. Don Mueang was originally Bangkok's international airport and was converted into a low-cost hub in 2013. The airport management has no intention whatsoever to change its name and instead works towards promoting the Don Mueang brand as a low-cost hub to global travellers.

It boils down to the question: Do we have to take such a literal approach to sell and inform everyone that you are flying into *LCCT KL*? Which 'smells better' and gives an enhanced brand positioning. *KLIA2* or *LCCT KL*?

Samsung is the premier *smartphone* brand in the market. Its market share has lately been eroded by other brands, namely those from China such as *Huawei*, *Oppo*, *Xiaomi* and others, which are now capturing the market share from Apple and *Samsung*. To counter the competition, Samsung has launched some midrange smart phones recently. Its *Samsung J collection* ranges from RM500 to RM1000 and has received encouraging response.

In all the advertisements for Samsung J range, the brand never mentions that it is for the middle and low range markets. It maintained its Brand Positioning as the premier brand; and yet met the needs of those who do not want to spend so much on a smartphone. Could AirAsia not adopt this stance?

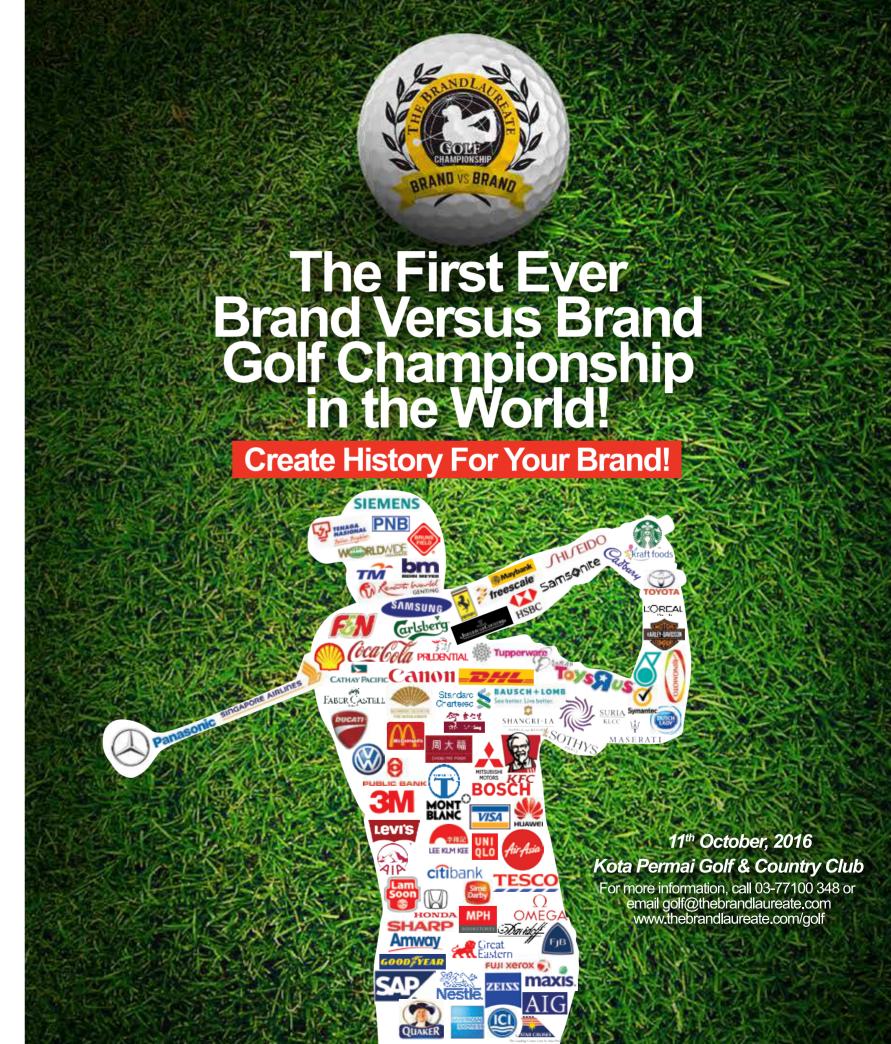
Building strong brands requires time, effort and good leadership. *Public Bank* is a fine example and it celebrates its *50th Anniversary* in August. Its Chairman, Tan Sri Dato' Sri Dr. Teh Hong Piow, has successfully guided the bank to become the largest privately owned bank in Malaysia and we would like to congratulate Tan Sri Teh as well as the management and staff of Public Bank on their *50th Anniversary*.

We also like to wish our Malaysian athletes all the best in MAHB rejected AirAsia's rationale as *KLIA2* is part of the company's branding. It operates *KLIA*, the country's and the country.

Last but not least, HAPPY MERDEKA to all Malaysians!

CHEW BEE PENG
PUBLISHER / EDITOR-IN-CHIEF

BPCHEW@THEBRANDLAUREATE.COM FACEBOOK.COM/BRANDLAUREATE





his year there are some undeniably awesome eastern state of Tripura, her achievement has brought the much-publicized Clinton presidential campaign in the US, UK has welcomed Theresa May, its new prime minister, the first woman to hold the office Oksana Chusovitina, the 40-year-old Olympic gymnast glass ceiling. Regardless of political views, we need which is unheard of in the gymnastics world. to take a moment to appreciate the historic fact that next year three of the most influential western powers For the first time in its history, the summer Games President Hillary Rodham Clinton.

world but they have managed to defy many stereotypes refugees who will compete this August in Rio. and social barriers on their way to the Olympics.

Ibtihaj Muhammad, a saber fencer for Team USA, will make history as the first American to compete in the headlines when she became the first Muslim woman to compete for the US in fencing.

Dipa Karmakar has created history by becoming the first Indian female gymnast to qualify for the Olympics. As the first Indian gymnast from the north-

moments for women around the world. Amidst great delight and achievement in a country where gymnastics still has a low profile.

since Margaret Thatcher's resignation in 1990. May's from Uzbekistan qualified for the 2016 Summer appointment did not escape its fair share of scrutiny Olympic games. This will be Chusovitina's seventh and disapproval but it has contributed to increasing time at the Olympics since her first appearance in presence of women in traditionally male fields and the 1992, when she helped the USSR team win the gold. growing number of women in politics smashing the Chusovitina's career has spanned over two decades.

could be run by women: German Chancellor Angela will be joined in Rio by a team of refugees, made up Merkel, British Prime Minister Theresa May and U.S. of athletes who would otherwise find themselves stateless and excluded. One of them is 18-year-old Yusra Mardini. Svria's professional swimmer who fled Despite having had many controversies looming Syria last August. Mardini, who'd trained for a decade over the Rio Olympics 2016, this year marks many to compete in the Olympics, boarded a seven-person achievements made by female Olympians, especially boat overflowing with 20 refugees with her sister, from women of colour and the minorities. These Sarah and was forced to swim for three-and-a-half women appear to be at a significant disadvantage hours to save everyone aboard when the boat became when setting out to climb the ladder in the sporting faulty and threatened to capsize. Mardini is one of 10

Everyone from the internet to media and the government seem to overlook that the steadfast success of these women in this year is a sign of Olympics while wearing a hijab. She previously made progress in the sporting history. Although far from the limelight, their struggle, passion and dream inspires all who know them and may they continue to be an inspiration and role models for many women globally!

IDA IBRAHIM MANAGING EDITOR

IDAIBRAHIM@THEBRANDLAUREATE.COM FACEBOOK.COM/BRANDLAUREATE





W H A T 'S I N S I D E issue #35 August - September













ENERGY for **SARAWAK**





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

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

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

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

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The BrandLaureate // Bridging Borders, Branding Beyond











On a personal basis, the 50 years have been a iournev well-travelled. Like the song, My Way, 'regrets ... I have a few' but I put them down to experiences. We must

> learn from bad times so that we are better able to navigate and leverage on

> > the good times. Y.Bhg Tan Sri Dato' Sri Dr. Teh Hong Piow

Public Bank: The Big Five-O

A household name in every sense of the word, and a success story worthy of endless remembrance, Public Bank, has, over the years, become the first name to pop in the minds of many Malaysian the moment the word 'bank' is mentioned. Come August this year, the 'people's bank' commemorates its momentous 50th Anniversary! This specially-timed issue delves into the pulse of this phenomenal financial institution that has sturdily stood the test of time, actively growing with each passing year since 1966, handin-hand astride the maturation of this nation, in tandem with the indomitable spirit of excellence, unremittingly surging ahead beyond the zenith into legend, displaying escalating sales when all other banks are reporting a loss in profits; now aptly poised to embrace the global outlook as it gallops into the future whilst preserving that original 'local' bank feel. Behold – the people's champion bank of this nation.

THE BRIEF:

COUNTRY & WORLD

Get vourself informed with the hottest and latest news on business and branding

THE DIARY:

The BrandLaureate International **Brand Personality**

Get yourself acquainted with the list of international brand personalities that were recently honoured with The BrandLaureate International Brand Personality Awards

The BrandLaureate BestBrands Award 2015-2016

A flashback to the recently held The BrandLaureate BestBrands Award 2015-2016

Say Yes2Brand

There is untold magic in the spirit of celebration. Read on to find out more about how the essence of merriment can be beneficial, boosting morale and raising the Brand – even the Country Brand – to unparalleled heights!

BIG PICTURE:

Muhammad Ali

50

Muhammad Ali's life and his legacy left an unforgettable imprint on sports, society and culture. Here's a look back at a brief history of his famous life

The Magic Dwarf

Despite officially bowing out of his national team in 2014, Philipp Lahm is still making headlines through his current team, Bayern Munich. We had the privilege to have an interview session with this unrelenting former Germany captain in achieving his dreams and driving his team forward with his astonishing commitment

MAIN SECTION:

EURO 2016: The Aftermath

Euro 2016 has come to an end with Portugal its surprise champions - but what have been the best and worst elements of the tournament?

#RoadtoRio

The Olympic Games Rio 2016 will see the country produce lasting and meaningful benefits for the host country, put peple and athletes at the heart of the games, and promote a level playing field for those athletes. Here we take a look at how Rio 2016 is embracing one of the biggest sporting events in the world

Top 10: Michael Phelps

His name is no stranger in the sporting world. One of the greatest swimmers in the Olympic history, he shares with us his journey in preparing for the upcoming Rio 2016.

Brexit

Read detailed report by Capital Economics for Woodford Investment Management on the impacts of 'Brexit' on the British economy and how it affects United Kingdom's relationship with Europe.

Brand Anniversary: Twitter

Twitter celebrates its 10th anniversary this year. Since 2006, the microblogging site has built a user base of over 300 million members, with over 58 million tweets sent per day. The life span of most social media sites is usually only 5 years, making Twitter's 10th birthday an important milestone for the company.

COMPASS:

Merdeka Special

Writer, Anu Venugopal interviews few of Malaysia's favourite performing arts practitioners where they share their thoughts and hopes for Malaysia as the Nation celebrates 59 years of independence.

116 Brand Passport: New Zealand

This issue of Brand Passport follows photographer Yazid Zulme on a mix of remarkable landscapes in New





The Chairman and Founder kicking-off the Public Bank 50th Anniversary Celebration



Indeed, bankina is not for the faint-hearted. It demands high levels of energy; not only just the physical – but that of the emotional and the mind. In Public Bank, it is execution that drives our success.

In its 50-year journey of growth, the 'people's bank', electrified by the *Corporate Mission* to sustain the position of being the most efficient, profitable and respected premier financial institution in Malaysia, has indeed pushed upon the very threshold of survival to the vertical limits of prosperity, having multiplied exponentially and literally branching out to become deeply embedded in the heart of the community, coming out on top, season in and season out. In truth, a banking institution is not an industry, but the backbone of the economy for the country. The very fact that this epitomic Bank has evolved and continued on a steady path of growth all the while, despite the various arena-altering issues such as recession and market crashes over the years is clear evidence that the beloved Founder and Chairman has managed to steer the organization, which is still making profits year after year, masterfully, from day one.

Resolute Chieftain

Public Bank has indeed been performing better than the industry. This bold fact, augmented by a reverberating succession of breathtaking feats, would not have been attainable without the right mantle of leadership first being snugly in place. The beauty about Y.Bhq. Tan Sri Dato' Sri Dr. Teh Hong Piow, who is indeed no stranger to the pages of The BrandLaureate Business World Review, is that he is most willing to divulge the secrets regarding the makings of a great leader - a heart-rending tale of humble beginnings, but with incisive headship being ever present.

"Having said that, I believe that leadership is important. A leader must have the inner resolve to do whatever is necessary to achieve the goal. All obstacles will come in cycles and things will fall in place if our determination to succeed is stronger. So we should be optimistic and not be

affected by the 'gloom and doom' story. It is only when we attempt the difficult that we can achieve the impossible."

This dauntless approach has certainly paid off in the true sense of the word for this banking giant – having nurtured time-tested emotional ties intertwined with such an extraordinary *Brand Experience* that it simply escapes the full grasp of mere words! As an ongoing expression of appreciation and love, the staff constantly pay tribute to their Founder and Chairman, because this is the great man who created and grew the bank. Without him, this fine establishment would not exist and would not have progressed to the very zenith of success. He is undeniably a very dynamic man, and his vibrant words accompany his demonstrated actions to the letter:

"Indeed, banking is not for the faint-hearted. It demands high levels of energy: not only just the physical - but that of the emotional and the mind. In Public Bank, it is execution that drives our success."

Executed with utmost precision –ushering in transcendent perfection! There can be no greater triumph than time itself attesting to the financial institution's achievements – exuding significant total assets, astounding net profits and mounting market capitalization annually – simultaneously immortalizing the home-grown finance institution as an ageless legacy for this nation. Whenever there is a change in policy this exemplar bank has remained obedient and compliant, but always objective. And as it gallops ahead. this cornerstone institution constantly reminds itself that it is, and always will be, a Bank for the public.

DAZZLING WAVES OF ACHIEVEMENT Serial Success



great enthusiasm and joy from the staff

headquartered at Kuala Lumpur, the capital city of Malaysia, boasts of an unobstructed million-dollar frontage view of the heart of the capital. Coupled by its nocturnal transformation under the illumination of spotlights to become a magnificent golden beacon unlike any other, the elements work in tandem to metaphorically bring out the glow in the Bank's remarkable and dependable track record. At a glance, one which ranked as the third largest company by market capitalization may be inclined to think that this thriving institution is impervious to the very extremes of the climatic woes of the last two centuries!

"First and foremost, I am thankful that Public Bank has had five decades of commendable track record. Today, the Public Bank Group is highly reputed for its prudent banking practices, strong balance sheet, strong corporate governance, professional management and effective corporate culture. We have had 49 years of unbroken profitability record since we commenced operations in 1966. After crossing the RM5 billion mark in pre-tax profit in 2012, the Group's pre-tax profit heart. exceeded the RM6 billion point for the year 2015."

Orbiting the realm of numbers, statistics certainly do not lie. Strategic planning and prudent tactics have been guardedly applied with results that could turn any frown upside down, despite the unpredictable climate of the times.

"The Group has continuously achieved the lowest cost-to-income ratio for many years, with the ratio standing at 30.5% as at end-2015 - well below the industry's average of 45.5%. The Group also takes pride in achieving the best asset quality in Malaysia, with a gross impaired loans ratio of 0.5%, which is about one-third of the Malaysian banking

Spinning an endless tale of success that is now legendary since '66, and going beyond mere figures, the financial miracle worker that is Bank has taken over time. In truth, as a bank its role extends beyond the

Five decades of sheer excellence. Even the Bank's main building, Public Bank testifies to its own prominence even during harsh global

"As at the end of 2015, the Group ranked as the third largest banking group by asset size in Malaysia with total group assets of RM363.8 billion. The Group's market capitalization stood at RM71.90 billion,

Such astounding numbers is a result of the synchrony of many components. As a whole, the layperson on the street is assured that this is a brand they can count on. A brand of sustainability built upon the foundation of prudence. A brand that they can trust because it operates with the dynamics of a family of committed staff force. A brand that allows them to sleep soundly at night with the knowledge that it will do its very best, as it always has, to preserve their best interests at

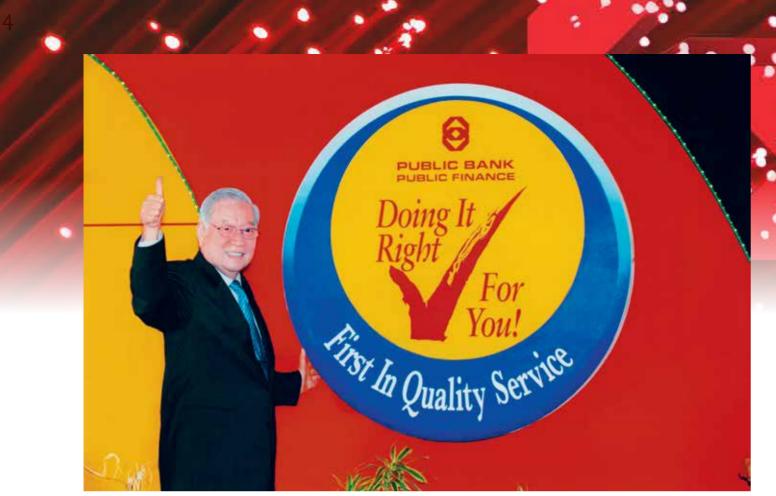
Formulating the Science of Banking

economic conditions of the recent times.

Integrity. In an epoch where all things are in a state of mist, there is a brand that stands out solid like a shiny new penny. This virtue, a chieftain amongst its cherished values, has helped Public Bank survive the times. For a brand to excel, it requires that certain X-Factor. For Public Bank, its banking journey has evolved into a science - and perhaps more than that - a way of life...

"It is our unique business management framework which has allowed us to more than keep pace through half a century of changes and challenges. Success is all about the push and the pull. As the industry evolves, we must be able to adapt to new 'norms."

The word 'visionary' comes to mind when studying the path that Public



growth – especially in the spheres of economic participation and nation building.

"Even before 'customer-centricity' became the new buzzword, I had always emphasized on customer service. A cornerstone of our customer service excellence is our *Queue* Management System. With this, speed in service delivery became one of Public Bank's brand trigger; providing us with a competitive edge which was well acknowledged when we were awarded The Asian Banking Award for the 'Most Outstanding Customer Service Programme' in 2000. In 2001, we took another big leap when we became the first bank to be ISO-certified nationwide in both our frontline and loan service delivery. We went on to implement various Customer Care Campaigns; the first of which was 'Doing It Right For You."

As an experiential symbol in banking, Public Bank has become comfortably intimate in the fondest memories of its fair share of clients, patrons and stakeholders.

"Customers have always been top-of-mind recall for Public Bank. To better serve the public, we had way back in the mid 90's, invested more than RM300 million to revamp our core banking platform. We were the first to embark in such a heavy investment to provide our customers with a seamless banking platform then. At a time when the Malaysian banking industry was undergoing a massive merger exercise, Public Bank was once again the Bank to offer 'One System, One Technology' from Day 1 of our merger with Hock Hua Bank. The merger with Hock Hua was also a strategic move to create for ourselves a niche in East Malaysia, thus adding a much needed dimension to our domestic network. Indeed.

confines of a banking institution – for it acts as an engine of Public Bank was not short of milestones in our trajectory of growth. We were the first to take advantage of the freeing of the fixed interest rate regime way back in 1978."

> Pressing its advantage, Public Bank has made its mark over several eras. Flowing lithely with the philosophy of the country, this archetype establishment is an ever-compliant bank and a law-abiding citizen - a corporate citizen of the country worthy of both unspeakable praise and grand

> "In the 90's, we once again had first mover advantage and swept the market when we took the bold step of offering zero interest knock-out rate for our housing loans while other banks were going for small reduction in their interest rates. During the same period, when all banks were consolidating, we were going ahead with our expansion initiatives."

> In a world that is actively evolving, the value of an institution that holds true to sound principles acts as a balm that salves doubts, worry and mental strife. The ever inspirational Public Bank makes a difference through the most elementary things – fine elements which ultimately add up to create and revolutionize the banking experience as a whole.

> For instance, in the arena for the best counter service. As soon as one gets a number/ticket, the process of administration of service begins getting delivered. This is so unlike many other service providers where clients have no choice but to wait – to the point it has become tolerated as a habitual norm. And Public Bank's par magnificent service is implemented nationwide, per the Visionary Banker's brilliant idea – ultimately putting a score and an underscore on

Launching of Customer Care Campaign Phase IV "First In Quality Service"

It is our unique business management framework which has allowed us to more than keep pace through half a century of changes and challenges. Success is all about the push and the pull. As the industry evolves, we must be able to adapt to new 'norms'.

public opinion towards the bank.

"Like all industries, when the market became very crowded, the rule on survival of the fittest still applies. While some banks opted to leave the auto finance space in the 90's due to the compressed margins and anticipated threat arising from AFTA, we stuck to our guns. With good management skills and conscientious monitoring, we were able to become the market leader even till today."

The resonance of such a brand is far-reaching and priceless in every manner. Poised as a definitive landmark in the heart of the nation's capital, the Public Bank building, appearing like it's constructed of pure gold, shimmering ever so brightly like a radiant beacon for the entire world to savour, symbolically demonstrates what this brand is made up of - a people's bank, a landmark bank, with a heart of gold!

Defining Moments

In the 90's, we once

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During the same period,

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As a financial entity of great renown and upright poise, Public Bank remains unique in its own way. For one, it is defined by characteristics that matter. The *5 Rukun Public Bank* for instance – Customers, Employees, Shareholders, Community and Environment – sets the banking brand miles apart to the envy of many others. Naturally, a home-grown brand of such calibre that blossoms to its full potential like this is destined to make a significant impact upon the world, etching new records and milestones along the way - simultaneously becoming a catalyst to even greater heights in the pecuniary

"Spreading our wings overseas was the logical next step. We have a strong presence in Indochina. Public Bank was the first Malaysian bank to establish its presence in Cambodia. Since then, we have been repeatedly awarded consecutive Best Bank Awards and have been recognized again and again for our contribution to their economy and nation building

GENERA 28 March 2016

1) At the Public Bank 50th Annual General Meeting 2) Rewarding moment for the Branch Performance *Awards*' winners







The Public Bank Group Head Office – Menara Public Bank located at the heart of Kuala Lumpur City Centre
 The banking maestro acknowledging the 86th birthday greetings from the cheering attendees

efforts."

Spreading our wings overseas was the logical next step. We have a strong presence in Indochina. Public Bank was the first Malaysian bank to establish its presence in Cambodia. Since then, we have been repeatedly awarded consecutive Best Bank Awards and have been recognized again and again for our contribution to their economy and nation building efforts.

The *Brand Champion* cherishes the milestones along this extraordinary fiscal odyssey.

"Indeed, I am thrilled and privileged to be the first Malaysian banker to be conferred the *Monisaraphon Order* with the rank of 'Commander' early this year. The *Order* is conferred by the Royal Government of the Kingdom of Cambodia on outstanding Cambodian individuals in the fields of Literature, History and Science. In my case, it is an honour bestowed on me for my leadership and social economic contribution towards the progress and development of Cambodia over the years."

The world is feeling the heat of this game-changer! Ambition and foresight have been key drivers in the expansion of this national brand that is inadvertently doing *Country Branding* for *Brand Malaysia*. Furthermore, as reflected in the composition of its staff, Public Bank is truly Malaysian.

"Currently, Public Bank is the largest foreign bank and the third largest bank in Cambodia. Now that Public Bank Vietnam Limited has been transformed from a joint-venture bank to a 100%-foreignowned bank licence, we are also looking forward to further expand our presence in Vietnam."

Though bewildering to those so accustomed to galloping ahead without pausing, at times, taking one's time actually pays off. Being another subset of prudence, taking things slow and steady indeed wins the game. Knowing when and how to use the apt approach, be it like blazing comet in the sky, or as the gentle flow of a stream, is why Public Bank is, and always will, be a custodian of public funds of the highest calibre.

"In business, one cannot always be in the forefront. We did not embark on the digital journey as fast as our competitors. But I am pleased that we are making inroads into this fast moving arena as is evident from the five e-payment awards bestowed on the Public Bank Group recently."

Y.Bhq. Tan Sri Dato' Sri Dr. Teh Hong Piow's words resound



From VID Public Bank to Public Bank Vietnam Limited after Public Bank received the 100% foreign-owned bank license from the State Bank of Vietnam

with untold wisdom. 50 years is proof that it takes time to grow a brand into a lasting one. From his track records, one may ultimately deduce that industry leadership does not only depend on position or speed but also on positioning, perseverance and quality.

FRONTWARD GAZE Banking on What's Best

When asked if the Group's prospective strategy will remain anchored on organic growth in the retail banking business or instead on mergers and acquisitions, the veteran banker elaborates:

"The roadmap for the Public Bank Group is clear. We want to secure and further entrench our status as one of the premier financial institutions in Malaysia and the region. We will continue to do what we do best and deliver strong growth, based on our established capacity, strong brand and strong business franchise."

The future is beyond the gaze of the living; but a seasoned eye possesses the foresight to navigate such prospective terrain with good sense.

"To pursue sustainable organic growth, we will continue to focus on retail consumer financing for the purchase of residential properties and transport vehicles, as well as commercial lending to small and medium enterprises (SMEs). We will continue to further strengthen our fee-based and Islamic banking businesses."

Variety is truly the spice of life – and this holds water even in the banking sector. Moreover, in the light of the challenges of the day, the bank is more selective, remaining ever prudent and careful in every forward step that it takes.

"Rather than just mergers and acquisitions, we will also be

looking at strategic business partnerships and alliances to drive our revenue strategy."

This need-centric and malleable strategy will continue to entrench the bank as an institution that has developed by being so intricately woven with the needs of the people, the expectations of the community, the destination of the nation and the demands of the stratosphere of global banking – both real and virtual.

Preserving Relevance Relentlessly

Staying relevant, particularly in the years to come, is a basic desire of any entity, organic or otherwise. One can always count on Public Bank to exercise malleability and tailor itself according to the trends of the times.

"Sustaining success and staying relevant in a world of more rapid change is not easy. Tomorrow's standards will be different and tougher than the present ones. We have built a solid business model with strong footing for future growth. However, as new industry standards and requirements continue to evolve, we will continue to anticipate future business opportunities and risks that could arise from the increasing complexity of the banking and financing world today."

As an organization that has deeply ingrained organic qualities such as a special connection with real people from all walks of life and driving constant organic growth, Public Bank is determined to do all it can to remain germane and it must do so meticulously – holistically and ingeniously.

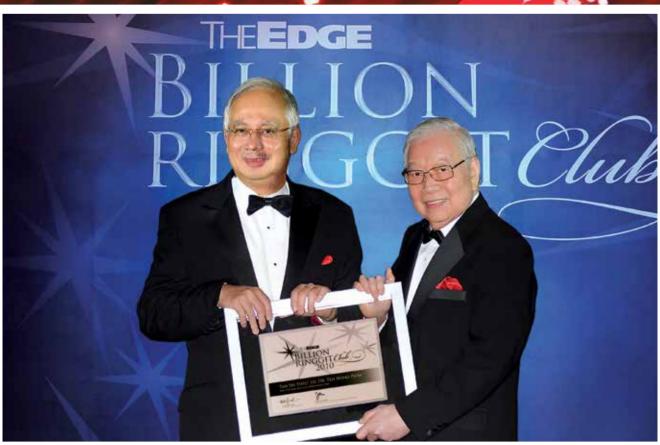
"Effective cost management will be one of the keys to our future relevance as we bridge innovative concepts to leading technology while improving efficiencies and delivery standards to move up the value chain."

Being a financial institution of substance, the ability to remain

"

More than just mergers and acquisitions, we will also be looking at strategic business partnerships and alliances to drive our revenue strategy.

"



Malaysia's Outstanding CEO 2010 by The Edge Billion Ringgit Club

agile is an essential ingredient of sustainability, one that is visible in the overall internal interactions. continually gives it purpose, regardless of the erratic changes in the realm.

Living Core Essence

The organic component of any brand is the people that make up the brand. Detachment of one from the other will result in inorganic qualities that eventually will lose its connection with real people. In the spirit of remaining as the people's bank', this banking phenomenon of half a and risks (outside). These temptations are very real. Once century will never lose sight of people – those within the organization and those orbiting it in various capacities. Cohesively, the Public Bank family can achieve any dream they put their minds to together!

"Human capital and talent development sits at the core of our business strategy. We will continue to focus on ensuring that Public Bank has a workplace environment where the staff can thrive, where high performance is employees can build on their strengths within a network concept that keeps everyone on their toes at all times! of experience and opportunity."

The overall sentiments of the staff and how they embrace what the Bank stands for is fundamental to the success of the brand; for what the staff carry is constantly communicated to the world at large on multiple levels. Furthermore, the culture in the Bank does not make one complacent. Often viewing themselves as 'Moving Targets', the pressure is ongoing and the Public Bank family members are constantly kept on their toes. Still, the management is fair, because those who maintain their

"Another important factor in staying relevant and successful is a common understanding on the part of management and staff of the Bank's Core Values."

Public Bank's belief system is proven. It has churned out staff that have the Character of Integrity. In the banking sector, one is constantly exposed to temptations (inside) they master that, they are able to control the system. Ultimately, when people vibrate with the very heartbeat of the organization, there is surreal harmony that transcends the brand, becoming what one might perceive to be 'extensions' of the brand on a subliminal level. The spectrum of radiance that flows from these human 'touch points' are in reality the essence of what truly defines the brand. As an 'added incentive', the Public Bank family is further motivated by its Founder's resounding words: recognized and rewarded, and where talent grows and Nobody is indispensible. This is actually an important

SHIFTING HORIZONS

Transforming with the Terrain

The Brand Champion and avid practitioner of Sun Tsu's The Art of War shares how Public Bank prepares itself for prospective bad weather, with economic and financial downturns being the norm in the global economy.

"I am indeed very lucky to be backed by committed staff who have embraced Public Bank's strong corporate culture which will enable us to prepare ourselves for any edge are duly rewarded. Contentment remains key and this evolving challenge. To thrive despite the volatility of the

industry, we need to have the capability to respond rapidly to virtually any opportunity or threat. We have to stay resilient, flexible and continuously adapt ourselves to the surroundings, while preserving our core values and ethical approach to survive."

Not only is change good, but it is necessary. However, there is a belief that when something works (and works well) it should be maintained and where possible, enhanced. Despite his enormous experience and wisdom, the Founder and Chairman listens to the voice of the young, based on their proven merit.

Unchangeable Positives

Amidst such volatile waves of change, one cannot but help wonder if the same principles of yesteryear will still endure and still apply; or will there be a new formula to replace the old..

"However, some things must stay the same. Even as we are now empowered with newer options and are chasing new frontiers, it is important that we do not discard the good things that we have been practising in the past and overlook the basics of sound and ethical business practices. The speed at which progress has enabled us to create the tallest buildings should never undermine the importance of a strong foundation."

These sage words echo from the very foundation of Public Bank that was set in 1966 till today, on the brink of venturing forth into the horizons of tomorrow. Service excellence is crucial and even at Public Bank counters, via the OMS, delivery of service is monitored closely and very



seriously. All the daily data from all branches is collated and if branches fall below a certain pattern, the financial institution's customer service will make observations via CCTV and then call them. The Bank takes complaints seriously and has a dedicated department to entertain such complaints as well as to query Branch Managers. Ultimately, management reminds them that this bank is here to truly serve the people. With such a robust mechanism in place, it is no wonder that this Bank is taking things to the next level!

"It is therefore important that we continue to do what works best and adhere to our Vision & Mission and Strategic, Ethical & Values-driven approach to our business while focusing on the triple bottom line of *Planet, People* and Profits. I believe that any business that takes care of the society in tandem with its focus on its bottom line has a stronger chance of standing the test of time."

The term socio-economy is hardly mentioned these days in a world where the social imbalances are escalating. From various fronts, Public Bank strives to remain constantly in touch with the *rakyat*. Public Bank remains the apple of the public's eye. This connection exists because of its passion for the people, helping them, through the provision of finance, to acquire assets and expand their business ventures. It cannot be denied that this bank has tirelessly practiced the universal principle of caring for the world around it to the best of its abilities impacting communities, changing lives and in due course transforming the environment for the better. The financial institution has, in every way embraced the 'Public' in its name holistically.

INTERNAL BRAND LOYALTY Of Disciples and Family

Known to have some of the most loyal staff who have worked with the organization for many years, the *Epitomic* Banker of 66 years' experience explains the secret of building his 'Public Bank Family'.

"Building internal brand loyalty requires patience and takes a longer time as it is a process that breeds the sort of bond that only years of shared experiences can provide - stability, familiarity, trust and eventually lifelong loyalty. I am indeed very fortunate that we are surrounded by people we care about and people who care for the Bank."

As in all things good, there is a price by which it is attained. At times, the narrow path to success involves protecting the bank at all cost by means of even educating the customers. This is an unsaid loyalty booster, both externally and internally, which ultimately shows how genuinely the Bank cares for its patrons and staff.

"I believe that loyalty must always be earned. And I do this by walking my talk. I am also prepared to share the fruits of my successes with my staff. I do not treat them as numbers but as members of my corporate family. Key personnel are involved in all decision-making processes and I make it a point to lend them my ears as I believe that opinions from the grassroots are very important."

Fostering lifelong ties amongst kindred spirits is both a gradual and arduous journey that can take years to foster. Yet the Bank's family-like environment is a most conducive milieu to nurture such inseparable ties.

"Indeed, a critical function of any leader is to listen, listen, listen and communicate. communicate and communicate. Those who do not know me find me to be quiet but I was listening. All my stewards know that I will always listen to all ideas and more often than not, be the last to speak so that I can understand their needs, address their concerns and bring them into the fold. One of the Bank's Mantras that have prevailed through time is: Together We Are The Best. This Mantra has rallied our people together to drive the Bank to push beyond barriers."

Together, unified in spirit, and moving as a single entity

1) A full turn-out of 1,160 sales personnel at the National Sales Convention 2016 2) Focusing on talks related to retail on SME

Another important factor in staying relevant and successful is a common understanding on the part of management and staff of the Bank's Core Values.

of dynamism, Public Bank surges ahead as a driven entity of concord and force to be reckoned with in the grand domain of finance and banking.

REACHING FOR THE SECOND GOLDEN JUBILEE Succession Planning

Ensuring brand continuity is a long-term endeavour that extends beyond the individual to encompass the lifeline of the brand itself. It is the best insurance for an organic brand that is well established and intends to continue to hold on to "In Public Bank, we set aside significant resources to develop its market share.

"In the past, succession planning was something organizations did to plan for the worst-case scenario – replacing senior leadership due for retirement or career change. While this ensured that the executive team was taken care of, it ignores key contributors in lower ranks across the organization that were also critical to the business. Today, CEOs have to increasingly deal with succession planning and talent management as part of a key management concern. It is no longer just a HR function but a top-down and bottom-up process that needs to be led. Interest in succession planning has also been permeated to every level in an organization to ensure sustenance of its competitive edge. Continuity matters!"

It is obvious that succession planning cannot just take place "I belong to a school where success is built one trophy at at selected stages in an organization that aims to endure. a time. But I understand that the Gen Yers and Millennials If human capital may be viewed as cells in a singular body, then just like what happens in natural life, every cell will be replaced by a new one that grows to be just like it. If this does not happen, wherein like cells are replaced by the same kind, the body will change and become something different; and worst still, if they are not replaced at all, there will be a vacuum in the organization which will continue to worsen when more cells remain not replaced. However, Public Bank is known for practising a culture that secures its future and continuity in the most organic manner conceivable – and thus will not be susceptible to vacuums in human capital as the

The Board of Directors of Public Bank

seasons change.

In for the Long Haul

Public Bank began operations in 1966 with a workforce of 32. Being famed for astute foresight, the organization has programmes to ensure its longevity. True to form, its workforce is 18,000 strong today, with human capital remaining the embankment of excellence in its success story.

our human capital. Each year, the Bank invests more than the required mandatory budget on our various human capital development initiatives, aimed at building skills and competencies and bringing out the best in our people. Public Bank has also put in place a viable succession plan that identifies and fosters the next-generation of leaders through mentoring, training and stretch assignments so that they are ready to take the helm when the time comes."

It is the capability of thinking as a brand, for the brand and on behalf of the brand that distinguishes such a brand from the rest. A brand that is well prepared will have a lifetime that extends beyond that of particular individuals. The work of those who came before will continue on through those

who are our future leaders are enthusiastic, energized and impatient. They subscribe to the 'now, now ... and now'. Acknowledging this, we have groomed our succession pipeline by recognizing the potential for future greatness when they have not shown it yet."

Public Bank has taken it a notch higher by making multiple avenues available, not to mention customizable options for those with long-term goals to excel.

"We have roadmaps for the ambitious too, to help them plot

I believe that loyalty must always be earned. And I do this by walking my talk. I am also prepared to share the fruits of my successes with my staff. I do not treat them as numbers but as members of my corporate family. Key personnel are involved in all decisionmaking processes and I make it a point to lend them my ears as I believe that opinions from the grassroots are very important.

Our employees understand and appreciate how they fit in the bigger picture. This enables them to view themselves as worthy contributors towards the Bank's goals and Mission. Indeed, the beauty of my team is that when it comes to deliverables, we are all on the same page, pushing the same envelope with the same vigour.

their next moves: be it within or without of the organization. As a result, we are proud to say that many of the CEOs heading the banks in Indochina were from Public Bank."

This is palpably succession planning at its best.

EOUIPPING LEADERS OF THE FUTURE Incubated with Star Ouality

Greatness that is in its purest form is capable of multiplying itself inside out. In view of the solid number of Public Bank Group staff who have moved on to become prominent figures themselves, the seeds of greatness are evidently being sown in this organization. These high achievers attribute their success to the culture and experience gained during their tenure with Public Bank, which prides itself for providing a suite of comprehensive training programmes to groom and nurture staff from all levels. In this spectrum, the pacesetting Banker shares his thoughts on the culture and *Values* that are distinctive in Public Bank:

"Public Bank believes that culture dictates results and it is the culture of engagement excellence that differentiates us. It has always been my fervent belief that an organization's corporate culture can have a powerful impact on its performance. It is not what we do once in a while, it is what we do day in and day out that makes the difference. Corporate culture is the glue that binds an organization together and it is the hardest thing for competitors to replicate."

This corporate culture is indeed strong with this family Each family member is infused with the Public Bank DNA. equipping them with the sterner stuff to navigate life successfully – regardless of the individual career path. This is in line with the group's commitment to provide a nurturing and supportive work environment to enable its staff to deliver their best. Such a trajectory of action is akin to being aimed at the stars and no matter what, they will reach their destinies to become part of that cosmic brilliance.

First Love

in taking policies very seriously. Excellence, in truth, is derived from holistic harmony found in a body. The Group's family members actively participate in endeavours that are geared to take banking to the next level, including meeting customer needs through competitive banking solutions. propagating a strong customer service culture, being part of the enhanced service infrastructure and succession planning for key management roles. "Our employees understand and appreciate how they fit in the bigger picture. This enables them to view themselves as worthy contributors towards the Bank's goals and Mission. Indeed, the beauty of my team is that when it comes to deliverables, we are all on the same page, pushing the same envelope with the same vigour."

> Like battle formations of old, the ones hardest to break through are those which move in perfect unison – completely as one. In this light, the fortification of a bank that applies such military tactics, but in a wholly customer-oriented way, is deemed to never fail.

A golden dream comes to complete fruition after 50 years.

Over the seasons. Public Bank has come very far and such

accomplishment would not be possible without the full

support of all the stakeholders. The trust and confidence

shown by the shareholders, the support of customers and

the commitment and dedication of the management and

staff as well as advice and quidance from Bank Negara

Malaysia and relevant authorities have always been integral.

Reaching deep inside, the Non-Independent Non-Executive

Chairman accesses the part of his memory containing the

"When I founded Public Bank 50 years ago, it was clear in my

mind that it should be an organization that can withstand

the test of time. I realize that for that to happen, my passion

and commitment must be supported by those of my team.

It is not going to be an easy journey and we will need an

identity that can hold us together. And I believe that we have

Truly, excellence is attained as a direct result of team effort

fond formative feelings of vestervear...

achieved that to a large extent."

Outstanding in Every Way

With an entire floor atop the Public Bank Tower dedicated to house prized trophies, awards & medals, honourary decorations, amazing accolades and special memorabilia, this remarkable organization has unquestionably stamped its mark as a sound leader in the finance and banking sector.

"Today, Public Bank is well-known for its culture of excellence which is a combination of my penchant for *Prudence*, emphasis on strong Corporate Governance, exemplar Customer Service, robust Risk Management, trendsetting Staff





The first Prime Minister of Malaysia and members of the Board of Directors at the Public Bank's official opening in

have been recognized with countless industry awards over the years."

many organizations, Public Bank is managed by the owner himself. Thus, the environment is more like that of a family where care is vital. Generally people will stay put in such a welcoming setting: further galvanized by its outstanding

"At the same time, Values that I strongly uphold – Hard Work, Integrity, Prudence and Dedication - also form the basis of the Bank's Work Culture, Values such as these may seem old fashioned but they are never out of fashion. Having a strong set of Values as our inner compass helps us to navigate through rough waters."

The fiscal seas are a rough terrain, as fickle as the very stayed with the Bank through thick and thin." elements that govern it at whim. On the one hand to carry the hopes and dreams of clients, stakeholders and patrons; and on the other hand to not only stay afloat but be that lifesaver for those depending on the said vessel of excellence. Public Bank, by virtue of its ideals, has managed to do it all admirably.

towards a positive work ethic and culture that directs them Image that is simply unbeatable! towards efficient and productive work."

The perks of belonging to this five-decade old family are many, but none as rewarding as having a great leader to emulate like Y.Bhq. Tan Sri Dato' Sri Dr. Teh Hong Piow. It is no wonder that the Public Bank family in its entirety overflows "As we move forward, we must keep in mind that different with sublime fineness!

50 YEARS LATER Golden Milestone

The Group is revered for its prudent banking practices, strong balance sheet, unbroken profit track record since of multitasking, leading without rank and be able to handle year one, superior asset quality, efficient customer service, stress." strong corporate governance, professional management and effective corporate culture. Now Public Bank adds half a century of luminosity to its already formidable list of greats. The Founder, who himself entered the banking arena in 1950, shares his sentiments concerning this time of golden Public Bank is an incubator where *Gen Y* are perfected – jubilee:

"The 50th Year Anniversary of Public Bank represents a major milestone in the history of the Bank. Few gave much thought to Public Bank when we first opened for business may not be able to relate to the needs of everyday folk on in 1966. Yet, today, we are here marking our 50th year as a the street. They have to grow up fast (or get microwaved) bank that has not only grown in size and stature but which so to speak), being tested as metal is tested by fire. Those has also contributed to the Malaysian banking landscape."

It takes untold dedication to be so vehemently committed to a single purpose that such half-a-century attainments are seldom heard of.

"It is common knowledge that Public Bank is the beacon of

Development and the Drive to Achieve Excellent Results that my life. Looking back, it seems like it was not very long ago that we celebrated our 15th Anniversary in 1981 - where we flew everyone from all over the country to the old KL Hilton in the capital city. Today, the wonders of technology Such are the key elements to a winning formula. The have made it possible for us to web-cast the event and in so Corporate Culture in the bank is extraordinary as well. Unlike doing staff from all over our domestic and overseas network are able to participate in our 50th Anniversary celebration in the comfort of their own geographical location."

> The strong bond in the bank can be felt from the vibes of his words. For no matter the physical distance, everyone is closely joined together in spirit. The camaraderie here is one that transcends the frailty of words...

> "I feel fortunate that I am able to experience the 50 years of adventure with various Board members. Management and staff; some of whom began their careers with Public Bank as early as since its inception. Indeed, I am deeply appreciative of all staff, in particular the long-serving staff who have

An adventure is indeed the apt word to describe the fivedecade journey. Often, one cherishes the journey as opposed to the destination; and this journey does not disappoint. And in terms of branding, Public Bank has always been careful to not create a wrong perception – because Branding is about perception. As a banking institution, its branding is founded "In setting the example by valuing and practising these" upon the basics of a bank; and by looking at the various values of excellence, I instil in my people the same attitude ratios and dividend payouts, Public Bank emanates a Brand

Iron-clad Determination

The show must go on. Every day is a gift and Public Bank hopes to make the best of it.

times and different circumstances call for different leadership skills. CEOs of today have to wear more than one lens. They need to be big-picture thinkers; strategic while being operational at the highest level to ensure proper execution. They need to be team oriented, capable

The demands of the present age are manifold, but the determined press on while also holding on to the old.

make them the needed generation. The young of today may lack wisdom and steadfastness, perhaps because they were always sheltered, pampered and have not seen hardship. Most come from middle-class to upper middle-class and that prevail will be given due exposure in operations and ultimately become future leaders.

"We are living in a wired world where technology and business are inextricably interwoven. Bankers worldwide will not only have to respond to technology being a constant



From left Mr. Phan Ying Tong, Regional Head of Indo-China Operations, Tan Sri Dato' Sri Dr. Teh Hong Piow and Tan Sri Dato' Sri Tay Ah Lek, Managing Director at the award presentation ceremony of the Royal Order of Monisaraphon, Commander conferred to Tan Sri Teh Hong Piow by the Royal Government of the Kingdom of Cambodia



As we move forward, we must keep in mind that different times and different circumstances call for different leadership skills. CEOs of today have to wear more than one lens. They need to be bigpicture thinkers; strategic while being operational at the highest level to ensure proper execution. They need to be team oriented. capable of multitasking, leading without rank and be able to handle stress.



1st Public Bank Branch at No. 4 Jalan Gereja, Kuala Lumpur in 1966

C EANK BERHAD

which could result in brand damage, reputational loss and diminished goodwill."

Unusual times call for artful countermeasures. This reaction, Intimate Reflections after a prolonged time, will propel the industry to evolve beyond what it is today. It is an evolution based on need, or rather a basic instinct called survival. In the case of an elegant Bank such as this, it will be survival of the fittest – for Public Bank is, and always has been, in shape. It is a given that banking excellence will continue to be pursued, in the hope that more things are simplified. As Public Bank is more of a local bank, it has to be customer oriented. The benefits of technology such as computerization and mechanization must be effected as these things will help make the Group It is truly time to stop and smell the roses. The scent of more efficient.

"Banking will surely reinvent itself. Where the Public Bank Group is concerned, I am confident that the future generations will continue to charge forward with vigour and fortitude; building on what the Bank has achieved over the years, guided by its time tested practices of prudent banking, focused business approach and good corporate governance. The tradition of a strong corporate culture will remain a dynamic attribute of Public Bank even as it adapts to changing landscape and expands its footprints in the banking space."

From an international branding perspective, Public Bank is, for a fact, that a banking institution – and being a good bank, it will choose to remain conservative where and

disruptor but also deal with the evolving cyber threats when needed. In terms of image, the Bank is growing big but remains careful and will continue to assert its signature approach of prudence in all that it does.

Y.Bhq. Tan Sri Dato' Sri Dr. Teh Hong Piow divulges what he feels in his heart of hearts:

"On a personal basis, the 50 years have been a journey welltravelled. Like the song, My Way, 'regrets ... I have a few' but I put them down to experiences. We must learn from bad times so that we are better able to navigate and leverage on the good times."

the moment alleviates the regrets of old, simultaneously refreshing the senses to embrace new quadrants of infinite success. There is no greater moment than the present when all achievements are joined as one, focused like a limelight upon the stage of consistent accomplishment. Born in the *Year of the Horse*, the Founder and Chairman appreciates this juncture of his legacy in the most instinctively gratifying

Timeless Legacy

In response to an insightful thought, one orbiting perpetual legacy, Y.Bhg. Tan Sri Dato' Sri Dr. Teh Hong Piow expresses the following wish:

"I would like the Public Bank Group to be recognized and lauded as one of the country's enduring success stories for its legacy of core corporate Values and culture of excellence. Through the perpetuation of these Values, Public Bank will continue to grow both locally and regionally, remaining strong and supportive of our nation's quest to achieve a high income economy."

This visionary banker's profound words act to entrench the great endeavours of a financial institution that has, for all intents and purposes, already achieved a great degree of what has been uttered; and is angled at higher forms of attainment in times to come. Solidified by the bank's value system and emphasis on socio-economy, as opposed to solely being confined to the economy, which is purely dollars and cents; the Bank's impact on human lives, on the human capital, and on society via its commitment to CSR initiatives is indeed felt by the rakyat in a very real and tangible way. The people have formed a sentimental connection with the Bank - a priceless link nurtured over time which cannot be easily severed. Ultimately, the fruits of this all-round approach, catalyzed by the Bank's enduring labour of love, has become unmistakably evident as the latest business reports in the local papers with regards to the banking industry cite that all banks in Malaysia showed a drop in sales and profits - with the exception of Public Bank! Truly and indubitably, this golden name in banking represents the very best of the industry. Public Bank - the beloved people's bank, an epitomic financial institution and national economic growth generator - is destined to stay... and surge ahead into the realm of infinite possibilities!



















- 1. The National Cancer Society Malaysia, Pertiwi Soup Kitchen, Pusat Jagaan Al-Ikhlas, Pusat Jagaan dan Pendidikan Darul Insyirah, Rumah Perlindungan Al Nasuha and Rumah Anak Yatim Nur Qaseh were the recipients of an outright donation totalling RM100,000, one of the many CSR Arts Centre (KLPac), Puteri Gunung Ledang, Initiatives to commemorate the Rapk's initiatives to commemorate the Bank's 50th Anniversary

- from proceeds of the sale of book Teh Hong Piow - A Banking Thoroughbred to nine organisations.
- 5. RM1 Million contribution for 'Public Bank

- 7. Donations to Kuala Lumpur Performing Arts Centre (KLPac), Puteri Gunung Ledang, The Musical (Season 3) and Persatuan Karyawan Malaysia
- 2. Giving a helping hand to *Persatuan Dialisis*Kumia Petaling Jaya with a donation of RM200,000

 8. Tan Sri Teh officiating the ground breaking ceremony at *SMK (P) Methodist Kuantan*'s new two-storey building, fully sponsored by Public Bank at RM100,000 for the school's marching band

 8. Tan Sri Teh officiating the ground breaking ceremony at *SMK (P) Methodist Kuantan*'s new two-storey building, fully sponsored by Public Bank at RM100,000 for the school's marching band
- 4. Public Bank donated a total of RM750,000

 9. A new ambulance from Public Bank to St.

 John Ambulans Malaysia Wilayah Persekutuan

THE DIARY -

INTERNATIONAL BRAND PERSONALITIES

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!

The BrandLaureate International Brand Personality Award A world class coloratura soprano singer, Sumi Jo is known for his thrilling soprano voice and is one of the greatest singers of his generation. Praised for the remarkable agility, precision and warmth of his voice, he continues to be consistently greeted with exceptional accolades, by public and press alike, for his performances in the most important opera houses and concert halls throughout the world. Dubbed as having a 'voice from above', he has over 50 recordings to his credit, including

ten solo albums for Erato Records, the

French division of Warner Classics.



The BrandLaureate International Brand Personality Award Known as the pioneer of the personal computer revolution. Steve Wozniak is an inventor, electronics engineer, and computer programmer who single-handedly developed Apple I, the computer that launched the world's largest information technology company, Apple. He founded Apple Computer along with Steve Jobs in 1976. With his knowledge of electronics and Jobs' marketing skills, they soon followed with the machine that made the company, the Apple II. Wozniak is highly regarded as one of Silicon Valley's most creative engineers.





The BrandLaureate International Brand Personality Award T Harv Eker is the founder of one of the largest personal development seminar companies in the world. As the author of the inspiring books 'Secrets of the Millionaire Mind' and 'SpeedWealth', he has been featured in leading publications including New York Times, Wall Street Journal and USA Today, He went from being a barely surviving businessman, to an extremely successful millionaire in just two and half years – using the very principles that he now teaches in his books and seminars. It is this 'real life' aspect that has made him such a well-respected personality among his audience.

BOB ARUM
The BrandLaureate International Brand Personality Award
The BrandLaureate International Brand Personality Award Arum is known as the founder and CEO of Top Rank, Laurence Llewelyn-Bowen's personal charisma and a professional boxing promotion company based ability to inspire people to express themselves has in Las Vegas. New York-born, and Harvard-trained established him as UK's favourite and most easily 1966. Under his leadership. Top Rank has promoted bringing boxing to a fledgling sports network called hugely successful series The Apartment: Style Edition ESPN in 1980 to pioneering the use of closed-circuit which is beamed to over 120 million homes on Fox named Manny Pacquiao into an eight-division champ he launched The House of Laurence, an international the vanguard of the most important evolutions in the bed linen, decorative accessories and home fragrance. sweet science for nearly 50 years.

A world renowned veteran boxing promoter, Bob A fine artist and Britain's favourite homestyle consultant, former attorney, he has been promoting fights since identifiable interior designer and television personality. Throughout his colourful career in television, he has roughly 11,500 fight cards around the globe. From had a long list of credits and was the head judge of the television to helping turn an obscure Filipino fighter Asia. Besides running his own interior design practice, and a worldwide phenomenon. Bob Arum has been at collection design which encompasses furniture, dining.

STEVE REICH The BrandLaureate Legendary Award A true definer of good vibrations, master and reinventor of sound and engraver of impressions of His outs perpetual enchantments, Steve Reich is a quintessential the dom epitome who has composed sound based on the beat CEOs. of his heart. Known as one who is endowed with a epic special perception of rhythm, it has been suggested Gener that he is one of a handful of living composers who and can legitimately claim to have altered the direction of your musical history and may be considered as America's retire greatest living composer. He has masterfully evolved busing with the grand song of the times, for a magnificent five act decades, rising with a rich variety of tunes that have as p defined the very essence of sound. Wr

ACK WELCH

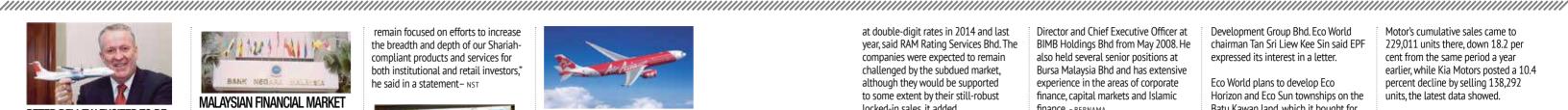
The BrandLaureate Hall of Fame – Lifetime Achievement Award accomplishments has elevated him into of the world's most respected and celebrated achievements resonating agelessly in the t, his 21-year tenure as CEO transformed c into one of the world's most admi l companies, simultaneously beco O and Chairman ever at the age of 45. Pos , he continues to be active in the world o authoring two best-selling business books and rticipate in managing numerous companie art of a private equity group; not to mention having an immensely popular weekly column fo BusinessWeek magazine for four years.

PROFESSOR SIR ALAN FERSHT
The BrandLaureate Legendary Award A true definer and master decoder of bio molecular impressions, Professor Sir Alan Fersht is a glorious beacon of inspiration to many. A Chemist at the Laboratory of Molecular Biology and Emeritus Professor in the Department of Chemistry at the University of Cambridge, he pioneered work on protein folding, which he developed as a primary method for analysis of the structure, activity and folding of proteins. He ingeniously formulated methods for the resolution of protein folding in the sub-millisecond time-scale not to mention having pioneered the method of phi value analysis for studying the folding transition states of proteins. He truly stands out as one ever subtly infused with a diamond-hard spirit of extraordinary earnestness!



THE BRIEF *COUNTRY

THE BRIEF



PETER BELLEW EXCITED TO BE LEADING MALAYSIA AIRLINES

There was a roar of approval when Peter Bellew was named Malaysia Airlines Bhd (MAB) Managing Director and Chief Executive Officer (CEO) in a town hall meeting at the airline's headquarters. "We are glad it is an internal appointment and the 12-point MAS Recovery Plan (MRP) is still on track," said one of the sources. Bellew, who has more than 20 years of experience in the aviation industry, said he was excited to lead Malaysia Airlines. "The challenge is to make the nation proud again of our wonderful Malaysia Airlines family." he told Business Times.

Malaysia Aviation Group Bhd (MAG) and Khazanah Nasional Bhd. in separate statements, announced the appointment of Bellew to spearhead Malaysia Airlines, replacing outgoing managing director and CEO Christoph Mueller. Mueller will remain in the company until September to ensure a smooth leadership transition.

Khazanah said the appointment of Bellew was discussed and recorded at its board meeting chaired by Prime Minister Datuk Seri Najib Razak. "Bellew's appointment was made after the completion of a comprehensive process for leadership succession at MAB, undertaken by Khazanah with the MAB board and the government." it said. Khazanah added that Bellew had been integral to the airline's turnaround plan.

His appointment would ensure continuity and progress of the restructuring effort under the five-year MRP launched on August 29 2014. Bellew was the airline's chief operating officer prior to the appointment. MAG and Malaysia Airlines chairman Tan Sri Md Nor Md Yusof said Bellew had been a key figure in the airline's senior management team responsible for executing the biggest and fastest transformation in the carrier's history-



MALAYSIAN FINANCIAL MARKET RESILIENT IN AFTERMATH OF BREXIT

The Malaysian financial market remains resilient and continues to operate in an orderly manner, said Bank Negara Malaysia. The Financial Markets Committee, set up by the central bank and industry players. said the markets continue to facilitate smooth intermediation activities among the market participants. Key domestic markets including the government bonds, corporate bonds and money markets were stable and the domestic markets continue to have ample liquidity.

As for the forex market, although volatility was higher than usual, there was ample liquidity. Financial market participants are able to transact and execute their business without any disruptions. "BNM will continue to monitor these developments and work with the FMC members, including taking proactive measures, to address any further volatility that could reemerge from the transition process to ensure orderly functioning of our financial markets," it said. - NST



BURSA MALAYSIA NAMED BEST ISLAMIC EXCHANGE ASIA 2016

Bursa Malavsia Bhd was named 'Best Islamic Exchange Asia 2016' for Bursa Sug Al-Sila (BSAS) performance by the Global Banking and Finance Review due to the double digit growth of its Shariah-compliant commodity trading platform.

Bursa Malaysia chief executive officer (CEO) Datuk Seri Tajuddin Atan said the consistent double digit growth is testament to its wider acceptance and increasing investor confidence in the BSAS platform. "We will continue to

remain focused on efforts to increase the breadth and depth of our Shariahcompliant products and services for both institutional and retail investors," he said in a statement- NST



PANASONIC GROUP INK DEAL WITH TROPICANA CORP TO BUILD ECO-HOMES

Panasonic Group inked a strategic collaboration with Tropicana Corp Bhd to build houses in Tropicana Aman, a new township development in Kota Kemuning, Shah Alam. Under the agreement, PanaHome Malaysia Sdn Bhd. a local subsidiary of Japan-based PanaHome Corp, which in turn is a unit of Panasonic Group, will construct 272 semi-detached innovative eco-homes.

The eco-homes are part of Phase 3 of Tropicana Aman, which will have a gross development value of RM358 million. Called Cheria Residences, it will feature double-storey semidetached homes boasting 3,200 to 3,670 square feet with wide car porch that could fit three cars side-by-side.

Tropicana group CEO Datuk Yau Kok Seng said Cheria Residences is slated to be completed in 2019. The 863-acre Tropicana Aman is a project by Tropicana. The signing marks the first collaboration between both the developer and the Panasonic Group. The eco-home development is a brainchild of both companies, embracing innovative design and concepts that are fitted with Japan intelligent construction technology that aim to improve the quality homes.

PanaHome Malaysia managing director Haruhiko Kuwano said Cheria Residences is designed to be energyefficient and environmental friendly. Construction methods utilizing reinforced concrete panel technology ensure high and consistent quality building structure, he said-NST



AIRASIA X ONCE AGAIN BAGS TWO SKYTRAX WORLD AIRLINE **AWARDS**

AirAsia X Bhd has won two awards for fourth consecutive year at the 2016 Skytrax World Airline Awards at the Farnborough International Airshow. The long-haul budget airline was once again named the 'World's Best Low-Cost Airline Premium Cabin' and 'World's Best Low-Cost Airline Premium Seat'.

According to AirAsia X, the Skytrax Awards were the global benchmark of airline excellence with over 19 million customers surveyed worldwide, measuring standards across 41 key performance indicators of an airline's frontline products and services. "AirAsia X is always improving on its cabin experience and these awards show that our premium service is not only the best but also as good as that of any full-service carrier," AirAsia X group chief executive officer Datuk Kamarudin Meranun said.

It said the AirAsia X Premium Flatbeds featured universal power sockets, adjustable headrests and built-in personal utilities such as tray table, drink holder, reading light and privacy screen. Guests travelling on Premium Flatbeds can also enjoy premium complimentary products and services, including priority check-in, boarding and baggage clearance, as well as 40kg baggage allowance, complimentary meals, pillow and duvet. - BERNAMA



TOP DEVELOPERS HIT BY WEAK MART

The country's leading listed property companies have seen their sales retreat from the peak in 2013, falling at double-digit rates in 2014 and last year, said RAM Rating Services Bhd. The companies were expected to remain challenged by the subdued market, although they would be supported to some extent by their still-robust locked-in sales, it added.

The poor showing was in tandem with the slower property market and lack of any significant boost from international projects, which had propped up their sales in the 2011-2015 period. The aggregate revenue for the eight players had increased at strong double-digit rates between 2012 and 2014, before slowing to six per cent last year. The revenue growth was sustained by progressive recognition of lockedin sales and completion of foreign projects.

The more competitive operating landscape amid the softer market had necessitated more concerted marketing initiatives to promote new launches and clear existing inventory. Land acquisitions and working capital needs had pushed up the debt levels of most of the 10 developers in the last two years, with some at a rather fast clip - NST



TABUNG HAJI APPOINTS JOHAN AS MD AND CEO

Malaysia's pilgrimage fund board, Lembaga Tabung Haji, has appointed Datuk Johan Abdullah as the Group Managing Director and Chief Executive Officer effective July 1. Tabung Haii in a statement said Johan succeeds Tan Sri Ismee Ismail who completed his service at end-June after a tenure of more than a decade on the board.

Johan holds a Masters in Business Administration (Finance) degree from Morehead State University and also a degree in Business Administration (Finance) from Eastern Michigan University, Prior to joining Tabung Haji as the Deputy Group Managing Director and Chief Executive Officer on Jan 15 last year, he served as the Managing

Director and Chief Executive Officer at BIMB Holdings Bhd from May 2008. He also held several senior positions at Bursa Malaysia Bhd and has extensive experience in the areas of corporate finance, capital markets and Islamic finance. - BERNAMA



SHAZALLI TO ASSUME BIGGER REGIONAL ROLE IN CELCOM AXIATA

Datuk Seri Mohamed Shazalli Ramly. currently chief executive of Celcom Axiata Bhd, will move on to a new and larger regional role where he will be responsible for all Southeast Asia operations. Shazalli, who will continue being a member of the Celcom Board. will also be appointed to three other boards of Axiata's operating companies.

Shazalli has been with Celcom for the last 11 years. His tenure, which expires by year-end, will be extended for another three years. This move came on the back of Axiata Group Bhd's group-wide transformation programme, which will see the acceleration of its digital programmes, development of innovative technologies and/or business models, industry consolidation and merger integration, costs restructuring as well as support operating companies turnaround programmes. Inclusive of Shazalli. Axiata had also made more changes involving multiple senior-level appointments. -- NST



EPF KEEN TO PARTNER ECO WORLD TO DEVELOP PENANG TOWNSHIPS

The Employees Provident Fund (EPF) is keen to participate in the development of the land in Batu Kawan, Penang, recently acquired by Eco World

Development Group Bhd. Eco World chairman Tan Sri Liew Kee Sin said EPF expressed its interest in a letter.

Eco World plans to develop Eco Horizon and Eco Sun townships on the Batu Kawan land, which it bought for RM875.24 million. "We look forward to welcoming EPF as our development partner and are confident that with its support, the group will continue to grow from strength to strength," said Liew at a press conference.

Liew said the proposed acquisitions of two parcels of land in Batu Kawan were in line with its strategy to focus on the country's three main economic corridors, namely the Klang Valley. Penang and Iskandar Malaysia in Johor. The plots are close to the Sultan Abdul Halim Muadzam Shah Bridge and Batu Kawan Industrial Park. On sales, Eco World is confident of achieving its target of RM4 billion despite market



slowdown. - NST

HYUNDAI MOTOR, KIA MOTORS UNIFY CHINESE PRODUCTION. SALES DIVISIONS

Hyundai Motor Group, South Korea's leading automaking conglomerate, has recently put its Chinese production and sales divisions of its two affiliates under the same business line, in order to better compete with growing competition in the world's largest auto market, South Korea's Yonhap news agency reported.

According to the sources, Hyundai Motor Co's Chinese production and sales units were placed under the control of the group's Chinese business headquarters. Its affiliate Kia's Chinese business division was also unified under the same headquarters. The two companies' Chinese production and sales businesses have been operated separately since July 2014.

Hyundai Motor Group's business reshuffle is seen as a move to tide over a slump in the neighbouring country. During the first quarter, Hyundai

Motor's cumulative sales came to 229,011 units there, down 18.2 per cent from the same period a year earlier, while Kia Motors posted a 10.4 percent decline by selling 138,292 units, the latest data showed.

Their combined sales in China declined in March, but the downward pace slowed significantly, showing signs of a possible rebound from a long-haul slump. China is regarded as one of the most important markets for exportdriven Hyundai Motor and Kia Motors, which have been struggling to prop up their overseas sales due in part to slumping business there for months. - RERNAMA



PERODUA INTRODUCED FIRST **ENERGY-EFFICIENT SEDAN.** "PERODUA BEZZA"

Perodua's first energy-efficient sedan, the "Perodua Bezza", is fully designed by Malaysians with strong support from Daihatsu Motor Company of Japan. It comes in five variants – the 1.0 litre manual transmission and automatic transmission; the 1.3 litre "Premium X" manual and automatic transmission: and the 1.3 litre "advanced version" automatic transmission.

Perodua president and chief executive officer, Datuk Aminar Rashid Salleh, said in a statement: "This sedan is the culmination of decades of technology collaboration and technology transfer with our partner Daihatsu Motor Co Ltd. "It is with their quidance that we are now able to stand on our own with this ground-breaking new model and it is the sedan that fits every Malaysian's needs," he said.

The car comes in six different colours, which include Sugar Brown and Ocean Blue for the 1.3L variants, which are new metallic colours for Perodua, as well as the existing colours of Lava Red, Ebony Black, Glittering Silver and Solid Ivory White. Perodua uses ecofriendly water-based paint which also provides a better finish. - THE STAR

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THE BRIEF
*WORLD

THE BRIEF



SAMSUNG ELECTRONICS FLAGS 17% JUMP IN OPERATING PROFIT

Samsung Electronics flagged its biggest operating profit in more than two years, boosted by cost-cutting efforts and solid sales of its latest flagship smartphone. In an earnings estimate, the South Korean electronics giant – also the world's top handset maker – predicted an operating profit of 8.1 trillion won (\$7 billion) for April to June, up 17 per cent from 6.9 trillion won a year ago.

It is the biggest operating profit since the first quarter of 2014 and beat estimates of 7.4 trillion won among analysts surveyed by Bloomberg News. Analysts attributed the betterthan-expected figures to the firm's aggressive cost-cutting efforts and brisk sales of the Galaxy S7.

"Samsung's mobile unit is believed to have performed well thanks to robust sales of Galaxy S7s as well as an overhaul of its low- and mid-end handset line-up," said Peter Lee, analyst at NH Investment & Securities.

Samsung's mobile business accounts for a lion's share of the firm's overall profit, which has been increasingly squeezed by competition both from Apple's iPhone in the high-end market and by lower-end devices from Chinese rivals like Huawei. – AFP



MERCEDES UNVEILS POSH LUXURY GOLF CART

The German luxury automaker just revealed the Mercedes-Benz Style Edition Garia Golf Car which, it said, translates the Mercedes-Benz ideal of "sensual purity," to an electric golf cart. While Mercedes designed the four horsepower carts, they were built

by the Danish golf cart manufacturer Garia.

Only two concept carts have been made but, if there are enough potential buyers, the Mercedes-Benz Style cart could go into full production. With a top speed of 19 miles an hour, the luxury golf car has all the equipment -- turn signals, brake lights, etc. -- needed for low-speed use on roads, where allowed, as well on the links.

Its amenities include a refrigerator under the bench seat, and a storage tray under the dashboard for golf balls. There are also storage spaces for glasses and bottles. There's a touch screen display that shows driving information, such as speed. But it can also show, for instance, a map of the course or weather information.

What really sets the Mercedes-Benz (DDAIF) Style Edition golf cart apart, though, are the materials used to make it. The roof is made from expensive carbon fiber, and there's even a carbon fiber air diffuser on the back, a humorous reference to performance cars that use such aerodynamic aids. The interior features wood, highquality leather and brushed metal.

While the electric motor ordinarily produces only three kilowatts, or four horsepower, it can put out as much as 11 kilowatts, or 15 horsepower, for short periods. Maximum driving range on a single charge is about 50 miles.



ITALY TO FACE 20 YEARS OF ECONOMIC WOE

The IMF has warned that Italy faces two decades of stagnant economic growth. Its latest report on the country puts growth this year at under 1 per cent, down from its previous 1.1 per cent estimate, and forecasts growth in 2017 of about 1 per cent, down from a 1.25 per cent estimate.

The IMF says Italy will not reach precrisis levels until 2025, by which time its neighbours will have economies 20-25 per cent above 2008 levels. Italy is the third largest eurozone country. It has 11 per cent unemployment and a banking sector in crisis, with government debt second only to that of Greece.

The country's banks are under pressure because the long-standing poor economic performance has depressed tax revenue and increased the chances of businesses getting into difficulty and being unable to maintain their loan payments. Italian banks are weighed down by massive bad debts, and may need a significant injection of funds. –BBC



AIRASIA EYES HK LISTING AS IT EXPANDS IN NORTH ASIA

AirAsia is studying a dual listing in Hong Kong, part of plans to become a pan-Asian low-cost airline player as it also moves toward setting up a joint venture in China. The Malaysia-based group is simultaneously looking for more aircraft to meet strong demand in North Asia and elsewhere.

Asia's largest low-cost airline group, aims to form the venture with the backing of a Chinese state-owned enterprise (SOE) to help capture traffic from fast-growing secondary and tertiary cities. Co-founder and Chief Executive Tony Fernandes referred to the potential dual listing without naming a location and hinted at a potential new aircraft order in remarks posted on his Twitter account

Expansion into the world's fastest growing aviation market comes as China edges toward overtaking mature Western air travel markets despite recent slowing economic growth. It also comes as AirAsia rebounds from recent turbulence due to lower oil prices and as Fernandes and his partner put in additional investment and take greater control of the business. - REUTERS



TELECOMS COMPANIES UNITE TO SIGN 5G MANIFESTO

Some of the world's largest telecoms companies have signed a 5G manifesto, aimed at driving forward the deployment of next-generation mobile networks. The manifesto pledges to launch fast 5G mobile networks in every country within the European Union by 2020. However, it also says current net neutrality regulations could hamper innovation and cause "significant uncertainties". The signatories include BT, Nokia, Orange, Vodafone and Deutsche Telekom

The concept of net neutrality refers to all internet data traffic being treated equally, with no content provider able to gain an advantage over another. Campaigners believe it is the best way to enable free and open competition on the internet.

The document also outlines the businesses' commitment to launching 5G in a minimum of one city per EU country by 2020. 5G is the fifth generation of mobile networks, and is likely to be significantly faster than the



Currently available 3G and 4G-BBC ADIDAS SUES SKECHERS, CLAIMING 'SPRINGBLADE' SHOE KNOCKOFF

Adidas AG escalated its legal battle against Skechers USA Inc over athletic sneaker designs, filing a lawsuit accusing Skechers of stealing its "Springblade" concept for its similar "Mega Flex" shoe. In a complaint filed in U.S. District Court in Portland, Oregon, Adidas said Skechers willfully infringed two patents related to

Springblade, a three-year-old design whose midsole includes blades meant to help propel runners forward.

Adidas accused Skechers of developing its Mega Flex shoes, including Mega Blade 2.0 and Mega Blade 3.0, as "takedowns" that copy the Springblade technology without the cost of creating it. Adidas' lawsuit, the company's second lawsuit against Skechers in federal court in Oregon in less than a year, seeks an injunction against any infringements and triple damages. The lawsuit is one of many in the footwear industry seeking to protect patent and trademark rights. - REUTERS



PORSCHE TO MAINTAIN BIG PROFIT MARGIN DESPITE SPENDING SURGE

Porsche aims to keep its profit margin running at a double-digit percentage of sales in the coming years, Chief Executive Oliver Blume said, benefiting from more efficient production while boosting spending on its first all-electric car.

The Volkswagen-owned sports car maker is investing about 1 billion euros (\$1.1 billion) at its headquarters in Zuffenhausen and creating more than 1,000 jobs there to build the battery-powered "Mission E" model.

Porsche opened a new plant at its base to produce eight-cylinder engines for Porsches as well as Bentleys, Audis and Lamborghinis, as VW looks to boost synergies between group brands. The new facility, where 400 workers will assemble around 200 V8 engines per day, can be expanded to also produce electric engines, Porsche said.

First-quarter operating profit at Porsche, the second biggest contributor to the VW group profit after luxury division Audi, jumped 17 percent to 896 million euros, with an operating margin of 16.7 percent. The manufacturer has a strategic margin target of 15 percent.



VIRGIN ATLANTIC SIGNS \$4.4 BILLION ORDER FOR 12 A350S

Virgin Atlantic signed a deal to buy 12 Airbus A350-1000 aircraft in a \$4.4 billion order which will help the UK-based airline modernize its fleet, though a plan to buy A380 superjumbos remained on the backburner.

Virgin Atlantic said it still had options to buy six Airbus A380s although industry sources have told Reuters the long-deferred deal is likely to be canceled. The airline, 51 percent-owned by billionaire founder Richard Branson and 49 percent-owned by U.S. carrier Delta Air Lines (DAL.N), is keeping the A380s option open for now as there was no cost in doing so, said CFO Shai Weiss.

The new A350 jets would be delivered between 2019 and 2021, Weiss said. They will be powered by Rolls-Royce (RR.L) engines and Virgin would own eight of the 12, and lease the rest. Virgin's A350 purchase was a shot in the arm for the Airbus 360 to 410 seater jet whose sales have slowed as Boeing develops a larger version of its 777 model. – REUTERS



ASOS SEES FULL-YEAR SALES GROWTH AT UPPER END OF GUIDANCE

British online fashion retailer ASOS forecast a full-year sales performance at the upper end of guidance after reporting a better-than-expected sales growth. Established in 2000 for fashion-conscious twentysomethings, ASOS was an early e-commerce success story, but is seeing growing competition from the likes of Germany's Zalando and British rival Boohoo, as well as from traditional store-based chains improving their online offerings.

The firm said total retail sales rose 30 percent to 500.5 million pounds (\$654.1 million) in the four months to June 30. That compares to analysts' average forecast of growth of 22.9 percent and 21 percent in the first half of its 2015-16 financial year. UK sales rose 28 percent, while international sales increased 31 percent with sales growth acceleration across the U.S., European Union and Rest of World segments. - REUTERS



UBS RETAINS POSITIONS AS WORLD'S BIGGEST PRIVATE BANK

UBS kept its ranking as the world's biggest private bank last year, a study by wealth management researcher Scorpio Partnership showed. With \$1,737.5 billion of assets under management, UBS retained its highly-prized first place in 2015, staying nearly \$300 billion ahead Bank of America Merrill Lynch which replaced Morgan Stanley in second place.

UBS, Switzerland's biggest bank, saw a 1 percent fall in managed assets in 2015, while BofA Merrill Lynch's managed assets dropped 2 percent and Morgan Stanley's fell 2.8 percent. Facing a slowdown in emerging markets, heightened volatility and hesitant clients, assets under management fell 1 percent in the overall industry, the private banking benchmark study showed. Net new money, a volatile but important indicator of future earnings in wealth management, fell 6.9 percent overall.- REUTERS



NINTENDO SHARES JUMP 9.5 PERCENT ON POKEMON GO PHENOMENON

Shares in Nintendo Co jumped to new record powered by ongoing hopes for its

new Pokemon GO mobile game, which has become an instant hit after just over a week on the market in three countries.

The augmented reality game, where players walk around real-life neighborhoods to hunt down virtual cartoon characters on their smartphone screens, had more than 65 million users in the United States just seven days after launch. Industry experts say the game, which has rocketed to the top of Apple and Android app stores in record time, could be the next big marketing tool for retailers. REUTERS



ROLLS-ROYCE TAKES FULL OWNERSHIP OF COMPONENT MAKER FOR 720 MILLION EUROS

Britain's Rolls-Royce said it would buy the 53.1 per cent of Spain-based aircraft engine and components maker ITP it does not yet own for 720 million euros (£614 million), in a deal which will up its exposure to its Trent aero-engine revenues

Rolls-Royce's acquisition of Bilbaobased Industria de Turbo Propulsores (ITP) follows Britain's vote to leave the European Union, which is causing uncertainty for businesses as they are unsure what sort of relationship the UK and the EU will have in future. But Rolls-Royce Chief Executive Warren East said that "Brexit" did not come into the decision to take full ownership of ITP, based inside the EU.

East, leading a turnaround plan at Rolls-Royce to reverse an expected halving of the engine-maker's profit in 2016, said Rolls-Royce did not need new funds to pay for the acquisition. Upon completion of the deal, expected in six months, Rolls-Royce said it would start to earn additional revenues from the Trent 1000 and Trent XWB engines it builds for wide-body jets and the sales it makes from servicing the equipment. - REUTERS



The world's only brands and branding award, The BrandLaureate Awards celebrated its 10th Anniversary at the recently held, The BrandLaureate BestBrands Awards 2015-2016 gala dinner. Held on June 2nd 2016 at The Majestic Hotel Kuala Lumpur, winners of The BrandLaureate BestBrands Award 2015-2016 were announced by the Asia Pacific Brands Foundation (APBF). The prestigious Awards night was attended by 1,000 guests comprising corporate leaders, brand owners, leading personalities and social elites.

Dare to Move In, Move On, Move With, Move Up for your Brand was the chosen theme for this year's Awards which exemplifies the need for brands to stay on guard to ensure their leadership position. The BrandLaureate Awards celebrates its 10th anniversary this year and its journey represent the theme where it has move in to the Awards industry, took position, move on with the competition and move with its strategies to ensure that The BrandLaureate becomes the industry leader. It has move up to claim victory as The BrandLaureate Awards is the No. 1 Branding Awards in the nation and internationally recognized and acknowledged as a prestigious and coveted branding award.

Specially designed for the 10th Anniversary of The BrandLaureate Awards, the trophy is crafted in pewter and plated in 24K gold. The very construction is well thought out and symbolic. On the one hand, pewter is a strong and resilient metal. Gold, on the other hand, symbolizes supremacy and distinction – which visibly reflects the No.1 positioning of the winners of The BrandLaureate Awards.

In his welcome speech, Dr KKJohan, President of The BrandLaureate proudly mentioned the Foundation's success in creating branding awareness, "We have created a huge and strong wave of interest and awareness in brands and branding in the country and this wave has spread throughout the world. We have revolutionized the whole branding awards industry, set new trends, set new records and standards. I am proud to say that no one has done it better than The BrandLaureate."

He further expounded on the reason behind the Award's chosen theme, "Firstly, brands must MOVE IN into battlefield and take position. Secondly, they must MOVE ON with the competition. You must have a good understanding of the battlefield. Thirdly, they must MOVE WITH their game plan – that is the brand strategy. If they have done all that, they would then be able to MOVE UP to claim their leadership, their victory. That is Brand Leadership."

During the night, over 60 companies and individuals received The BrandLaureate Awards which were divided into the following categories;

- The BrandLaureate Brandpreneurial Leadership Awards
- The BrandLaureate Most Valuable Brand Award
- The BrandLaureate Most Sustainable Brand Award
- The BrandLaureate Most Celebrated Brand Award
- The BrandLaureate Transformational Brand Award
- The BrandLaureate President's Award

- The BrandLaureate SignatureAward
- The BrandLaureate Best Choice Award
- The BrandLaureate Corporate Branding Award

The BrandLaureate Brandpreneurial Leadership Awards is awarded to outstanding leaders who have played key and pivotal roles in building their brands to be market leaders. They are known for their strong and dynamic leadership, entrepreneurial acumen, wisdom and foresight. In building their brands, they have played an equally important role in helping their countries develop economically, through the areas of investment, business opportunities and employment.

The five recipients of The BrandLaureate Brandpreneurial Leadership Awards were Mr Lim Peng Jin who is the Managing Director of Scientex Berhad; Mr. Liao Yuan Shun, Executive Chairman and Managing Director of White Horse Berhad; Mr. Sin Kheng Lee, Executive Chairman & Group Managing Director of SKB Shutters Corporation Berhad; YBhg Datuk Tee Eng Ho, Executive Chairman of Kerjaya Prospek Group Bhd and YBhg Datuk Andrew T.K. Lim, Managing Director of SOGO (K.L.) Department Store Sdn. Bhd.

All recipients of The BrandLaureate BestBrands Awards were carefully selected by the selection committee. Award winners have shown exceptional accomplishments in branding and these outstanding brands, products and personalities are the best in their respective industries and have achieved dominance in their particular niches.

The prestigious event also saw the celebration of The BrandLaureate's 10th Anniversary with a cake cutting ceremony by the Board of Governors of the Asia Pacific Brands Foundation. President of The BrandLaureate, Dr KKJohan presented the newly appointed Chairman of the Asia Pacific Brands Foundation, YBhg. Tan Sri Rainer Althoff as well as the previous Chairman, YBhg Tan Sri Dato' Seri Dr. Aseh Che Mat with a glitter portrait painted by artist, Meteor. It was a night to remember as the world's first brands and branding quote book "Power Your Brand With Power Driven Qoutes" by Dr KKJohan was launched.

Guests attended were entertained with exciting performances by singing sensation, Jaclyn Victor, a special performance by Reizo Zen, a Michael Jackson Tribute Artiste of Asia, Belgians foremost mentalist and magician, Aaron Crow and a performance by Eizaz Azhar Trio. In celebration of The BrandLaureate's 10th Anniversary, each guest went back with a special gift, a limited edition The BrandLaureate t-shirt.





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1983 0 -MOVE ON, MOVE WITH, MOVE UP FOR YOUR BRAND

BRANDPRENEURIAL LEADERSHIP AWARDS







xecutive Chairman



COLAVITA

ecoBrown's

FGV

5

HOTEL



SIGNATURE BRANDS

Cola Vita

ecoBrown

Cereal

Wellness - Brown Rice &

Felda Yangambi

Germinated Seeds

G Hotel Gurney

Gurney Plaza

MK I and

Property

Retail - Shopping Mall

Business & Leisure Hotel

Innovation - Oil Palm

BEST CHOICE BRANDS



Blackmores Wellness - Nutritional Supplements



Carlsberg



Great Eastern Financial Planning 8 Wealth Management



Consumer - No. 1 Brand in Cooking Oil







Malaysia's Most Successful Global Brand in Education - Creative Technology

Laura Ashley



Beverages – Fruit Juices



Munchy's Consumer – Biscuits



Public Bank Banking - Finance

MOST VALUABLE BRANDS





Berjaya Corporation

No.1 Life Insurer





Construction & Builder of



Lam Soon Edible Oils





Conglomerate

Property



Public Mutual Financial & Wealth Planning

Unit Trust

9









Tokio Marine Insurance - Life

THE MOST PRESTIGIOUS BRANDING AWARDS IN THE WORLD. OVER 1.000 VVIP GUESTS

MOST SUSTAINABLE BRANDS



Real Estate & Management



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Gallery Gallery)

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Antabax Consumer – Derma

Retail – Department Store

Lonpac Insurance

Insurance - General

Beyonde Marqui Plus Wellness – Antioxidant

Brunsfield



Jones Lang Wootton Real Estate Investment



Kossan Rubber Industries Innovation - Gloves

Solutions



KOSSAN

Sarawak Cable Manufacturing - Power & Telecommunications Cable

Pelangi Publishing

Publishing & Education

Sarawak Energy Power Generation sarawak energy Renewable Energy



Manufacturing – Industrial Stretch Film



SKB Shutters Manufacturing Security Solutions – Roller Shutters, Steel Doors & Storage Systems



White Horse Ceramic - Tiles

PRESIDENT'S AWARDS



Malaysia Convention & Exhibition Bureau (MyCEB) Services – Meetings

Incentives. Conferences and Exhibitions



Tropicana Golf



WHITE HORSE

Universiti Teknologi Petronas

Tertiary Education -Engineering, Science & Technology



Innovation – Mobile Network Operator - XOX Mobile Season



Yokohama Automotive – Batteries

CORPORATE BRANDING AWARDS

Insurance

Supplement



















red **ONE**

Agro Harta

AUO SunPower

Manufacturing

Benalec

Solutions

Engineering - Marine Construction Services

Publishina - Printina

BHS Industries

Cepat Wawasan

Kerjaya Prospek

Worldwide Environment

Management Services

Telecommunication -Service Provider

Unilever Network

& Beauty Products

MLM – Premium Health

Construction

Environmental

redOne

Agrobased - Oil Palm

Green - Solar Cell



















TRANSFORMATIONAL ORG. BRANDS



Angkatan Tentera Malaysia

Malavsia







Institut Jantung Negara

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Lembaga Hasil Dalam Negeri Malaysia



MOST CELEBRATED BRANDS



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THE DIARY

MFW X MUSLIM FASHION FESTIVAL COLLECTIONS BY MALAYSIAN DESIGNERS SHOWCASED TO GLOBAL AUDIENCE



Jakarta, 29th May 2016 - Malaysian Muslimah fashion proved to be a big hit among visitors at the recently which recently took place in Jakarta, Indonesia.

Malavsia Fashion Week 2016 (MFW 2016), a project by INTRADE to participate in MUFFEST 2016 as a fashion exchange effort between two of the largest Muslim nations in ASEAN.

"The Malaysian designers who represented the MODESTyle segment of Malaysia Fashion Week did exceptionally well at the exhibition and received much interest and enquiries from various groups, including trade buyers, the media and the public. Indonesia is a

very important Muslimah market with a Muslim population of over 200 million and MATRADE am very pleased to have been able to help our designers make headway into this market,", said En Abu Bakar Yusof, Director of Lifestyle concluded Muslim Fashion Festival 2016 (MUFFEST). Section, Malavsia External Trade Development Corporation (MATRADE).

The six designers, Ainibakker by Nor Aini Bakker, Yans Creations by Yani Bakhtiar, I Love Wirda by Wirda Adnan, Azura A group of six Malaysian designers were invited by Couture by Azura Mazaruddin, Durrah Jewellery by Durrah Khalil and Sara J by Sara Jamaludin, showcased fashion apparels and jewellery products during the 5-day exhibition attended by thousands of local and international visitors including trade buyers, representatives of fashion houses, international media, as well as members of the public.

> MFW 2016, which will take place at the MATRADE Exhibition & Convention Centre in Kuala Lumpur from 2-5 November 2016 is the nation's largest trade fashion and lifestyle event under Malaysia External Trade Development Corporation's (MATRADE) annual event called International Trade Malaysia (INTRADE). MFW 2016 is jointly organised by MATRADE and STYLO International in collaboration with Mercedes-Benz STYLO Asia Fashion Week. Last year, MFW contributed RM127.52 million in potential sales and attracted brands and designers from over 14 countries as well as 9.150 local and international visitors.

MONDELEZ MALAYSIA & MAKANLAH! INSPIRING YOUNG SCHOOL CHILDREN



adoring young fans, recently conducted the Eating Smart living to help children understand their bodies, and how take positive efforts towards their holistic well-being. nutrition and good habits impact their lives.

the programme also involves a food survey and the in schools. The survey is an opportunity for students development areas," said Noor Zilah. to voice out their food preferences and eating habits

SELANGOR, 6th June 2016 – MasterChef Malaysia's Brian with the school administration. The information gathered will be a helpful guide to assist parents and the school Chen, or more affectionately known as Abang Brian by his administration in planning healthier meals for children during an outside schooling hours.

Assembly programme at Sekolah Kebangsaan Puchong Eating Smart Assembly is the second programme under Mondelez International's flagship corporate social Batu 14 (SK Puchong), Selangor. The programme involves responsibility initiative, Joy Schools. Supported by the Ministry of Education Malaysia, this initiative is aimed at an interactive presentation on healthy eating and active promoting a balanced nutrition and active play among young school children in Malaysia by empowering them to

Cik Noor Zilah binti Mohamad Rejab, Headmistress of SK Puchong welcomes the programme and believes that Joy In addition to the lively presentation by Brian Chen, Schools provides another learning aspect that complements formal educational.

distribution of healthy breakfast to students carried out "I was convinced when Mondelez shared the framework of Joy Schools because I see clear benefits it would bring by volunteers from Mondelez Malaysia and MakanLah!, to our students. Learning indeed has to be an all-rounded experience which does not only take place within the a social enterprise with the vision of making healthy classroom setting, but also beyond its four walls. Eating Smart Assembly is a great example that embodies this and delicious food accessible for all Malaysian children concept, while creating an interactive and joyful learning environment to engage young students across various

THE DIARY

SHOPEE: EMPOWERING MOTHERS **COMMITS RMI MILLION** TO SUPPORT MOMPRENEURS



entrepreneurs, both individuals and businesses, to buy up to ten times. and sell safely and securely on mobile.

To empower mothers from all walks of life to be business has committed RM 1 million to nurture the Malaysian Mompreneurs landscape. As a first step, Shopee will be via Shopee University, as well as online and offline help you do so." marketing campaigns to help Mompreneurs start selling on Shopee

KUALA LUMPUR, 28th June 2016 - Launched in Shopee, with over 1 million users in Malaysia, announced today that since the launch of its Free Shipping Program December 2015, Shopee is a mobile-first, customer-to-in collaboration with Pos Malaysia, more than 20,000 sellers have signed up to date. A substantial number of sellers customer (C2C) e-commerce marketplace that empowers on this program have seen an uptick of two to three times their daily orders while some have seen an increase of

A direct beneficiary of the Shopee Free Shipping Program are Mompreneurs who have started selling online via Shopee. Through the sales of products including cosmetics, fashion, household and baby supplies, these owners (otherwise termed as Mompreneurs), Shopee Mompreneurs are now given the chance to increase their disposable income and further contribute to expenses within the household.

extending its Free Shipping Program to the month of July Announcing the Shopee Mighty Moms Challenge at the inaugural Shopee Buka Puasa get-together with media and to encourage the Mompreneurs to expand their business. partners, Ian Ho, Regional Managing Director of Shopee added, "We are committed to empower entrepreneurs from In addition, Shopee will be spending time, effort and all walks of life to do more. We hope that this collaboration with WAO can show that everyone and anyone can be funds on educating Mompreneurs about eCommerce an entrepreneur on Shopee and we will do our absolute best to provide the right support, education and funds to

Shopee can be downloaded for free on all mobile platforms via Apple App Store and Google Play Store.

UNILEVER NETWORK MALAYSIA **RECOGNISES ITS TOP ACHIEVERS**



the eCity Hotel, Subang. The dinner was attended by enhance their business. over 300 of its Business Associates and top achievers. for Malaysia and Singapore.

Unilever Network to provide its consumers with an it set up 4 years ago and is fast gaining inroad in the MLM Industry. It currently has around 10,000 Business Associates.

SELANGOR, 16th July 2016 – Unilever Network Malaysia In his welcome speech, Tan congratulated its top achievers for their hard work and commitment in building their hosted its Grand Recognition Night dinner recently at business and informed them that the management is launching new products and business plans that will further

Unilever Network's President, Suchada Theeravachirakul Unilever Network carries a range of premium healthcare and skincare products. Amongst its best seller is the award graced the dinner along with Anddrew Tan, Country Head winning beyonde™ MACQUI PLUS, an anti-oxidant beverage mix of red grape and mixed berries.

Its latest range of skincare Aviance C2G was launched during the dinner. C2G is the latest technology developed by Unilever Group, a global FMCG brand established Unilever that targets skin rejuvenation at the gene level, thus providing the faster and better results.

opportunity to become entrepreneurs. The first network Unilever Network and beyond™ MACQUI PLUS were awarded The BrandLaureate Corporate Branding Award was established 15 years ago in Thailand and today, it 2015-2016 and The BrandLaureate President's Award 2015 -2016 respectively in June, inconjunction with The has over 400,000 members in the country. In Malaysia, BrandLaureate BestBrands Awards 10th Anniversary Celebrations.

THE DIARY

CELEBRATING 40TH ANNIVERSARY OF SWAROVSKI CRYSTAL SOCIETY



Anniversary of Swarovski Crystal Society (SCS), Swarovski launched its latest crystal collection, Lion Akili. Crafted in light and dark brown crystal with an incredible 941 facets for maximum brilliance, Akili symbolizes strength, includes the Lion Mother and Cub.

and various crystal figurines at a special luncheon held at Le Meridien Hotel, Kuala Lumpur recently. Present at the Ambassador and a family member of the Swarovski brand.

KUALA LUMPUR, 17th July 2016 – To celebrate the 40th Swarovski celebrated its 120 years in 2015 and 2016 is significant as it is the 40th anniversary of the brand's consumer goods division. According to Alexander, the consumer goods segment came about as a result of the 1972 world oil crisis. Swarovski was then a major supplier for chandelier components; however the world oil crisis led to a global financial meltdown and Swarovski had to find a new market for its products.

majesty and power. The SCS collection 2016 also With much research and development, its designers worked on the components of the chandelier and took it piece by piece to come out with its first crystal figurine, an animal in the shape of a mouse. The mouse received overwhelming response and this led on to more animal figurines designed and eventually the conceptualization of SCS. Todate, Members of SCS club were given a preview of Lion Akili Swarovski has designed over 300 crystal animals and some of its most popular collector's item is the iconic Swan, which has become the logo of the brand.

launch was Alexander Swarovski, the Executive Brand Known for its excellent craftsmanship and heritage, Swarovski was awarded The BrandLaureate Designated Brand Award - Brand Excellence -Hallmark & Heritage Status by the Asia Pacific Brands Foundation during the event. The Award was presented by Dr. KKJohan, the President of The BrandLaureate to Alexander Swarovski, receiving on behalf of Swarovski.

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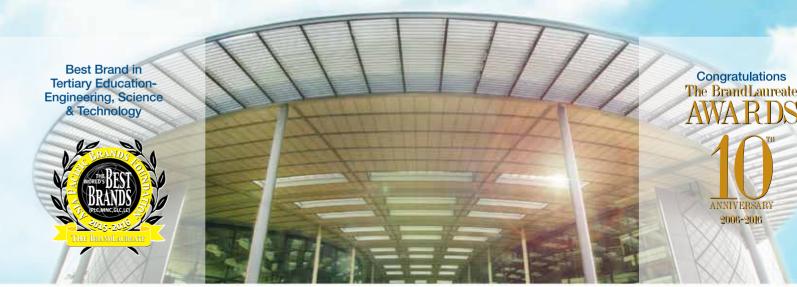


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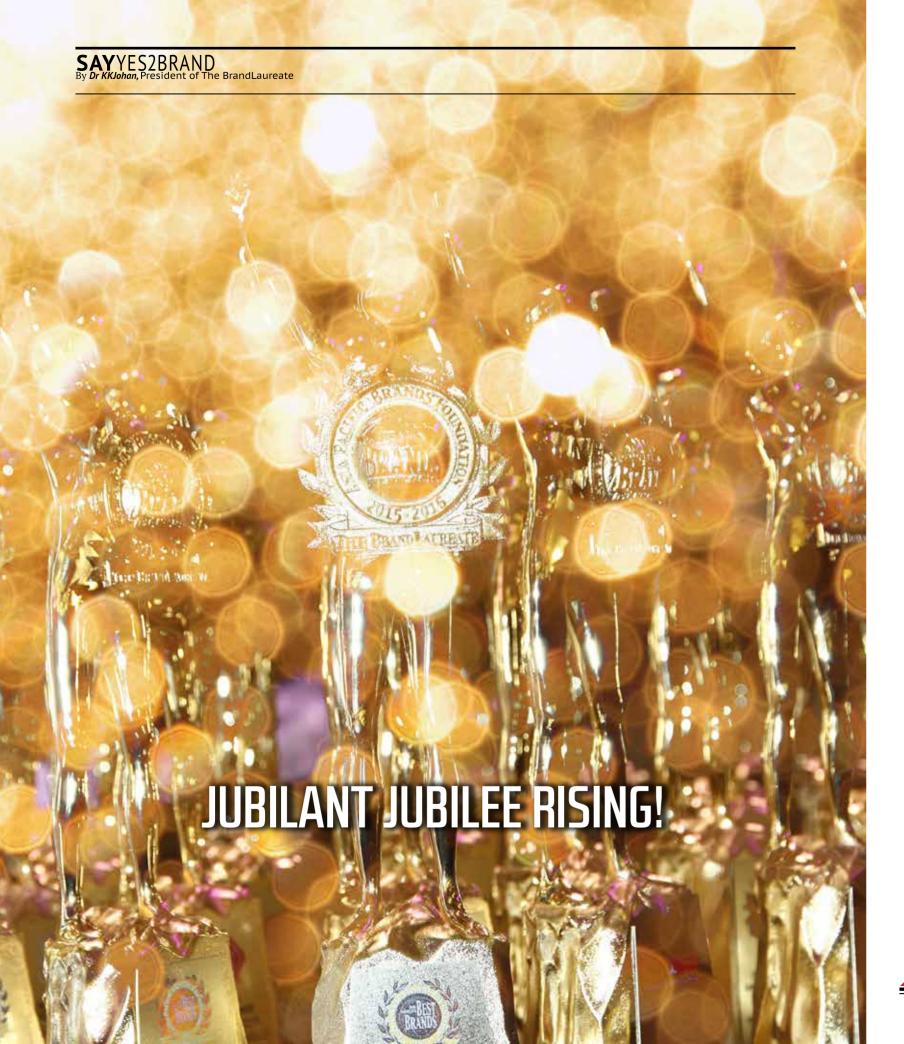




For more information visit www.utp.edu.my







COUNTRY BRANDING SERIES

SOARING WITH THE SPIRIT OF THE 10TH ANNIVERSARY

DOING THE COUNTRY PROUD

The BrandLaureate Awards celebrated its momentous 10th Anniversary this year. It is one thing to celebrate an annual gala dinner. It is another thing altogether to celebrate 10 years' worth of elegant celebration collectively! The sheer thought of such opulence in terms of awards history through expressed jubilee is simply dumbfounding! Time sure passes very fast. As the old saying goes, time flies when you are having fun – and this only goes to show that Branding, on top of all its wonderful perks and privileges, is ultimately

Branding Glamourizes, Glorifies and Greatens the Brand.

Holding true to the 3G's of Branding above, and by bringing great publicity and exposure for Brands through the most exclusive of ways - via awards -I have indeed been having fun over the years. With a long list of milestones behind the APBF, many of which are firsts in this nation (and some even in the world), I look forward to even more jubilant days in the future...

They say all work and no play makes Jack a dull boy, but if work itself is fun, and the fruits are beyond a legacy, then I am truly living the dream, not just for myself and the APBF, but for the nation as well! In truth, a decade allows ample time for the laying of a foundation for greater things to come.

Today is a testament of ambitions past that have come to fruition. Gaining advantage with each passing year, we have grown by leaps and bounds with no brakes to overshoot into the future! Now is a time of CELEBRATION!

"Brand Celebration brings Great Excitement to all – from the Brand owner to the consumer. It is all-inclusive!"

There are plenty of reasons to celebrate. Regardless of the reason, celebration would impart the characteristics of legacy – a legacy for this nation. Being the only Foundation-based award entity in the world, surviving a whole decade means a lot more to us that you can ever imagine; for it is a testament of sustainability and support from all those actively involved in the grand institution of Brands and

Over the years, we have introduced recurring awards galas that have not just pace-set the standards for awards in this country; but completely transformed the culture of Brands and Branding into a national feature worthy of emulation. As time has proven, others have also irresistibly followed in our footsteps over the years – and this shows that what was started not too long ago as a revolutionary approach has now become an integral part of the nation's Branding... In short, the Malaysian Culture of Branding!

The Asia Pacific Brands Foundation and The BrandLaureate have been organizing award galas for umpteen years and this has inadvertently raised the standards of achievement in the nation. Brands rise up to meet the challenge. Every time a Brand rises, it elevates the overall standards in the grand playing field. This occasion calls for more than a time of recognition for the recipient, but also for the giver of the award. In the ten years' of earnest dedication to discover the best amongst us, it can be easy to overlook the fact that the **APBF** has become exceedingly efficient at what it does - in fact, it is the best at what it does! I would like to take this opportunity to acknowledge the Foundation and its corporate arm for such thankless devotion in bringing out the best in all of us and the nation.

In the boundless spirit of celebration, I would like to say Happy Birthday, The BrandLaureate Awards! Year after year, you have been the 'gift that keeps on giving'. It is only right that on this deca-year, you take your place amongst the stars as a great acknowledger of greatness. Your path is before you. It is a path of greatness... A path that calls for triumphant jubilee!



Brands rise up to meet challenges. Every time a Brand rises, it elevates the overall standards in the grand playing field.

They say all work and no play makes Jack a dull boy, but if work itself is fun, and the fruits are beyond a legacy, then I am truly living the dream, not just for myself and the APBF, but for the nation as well!

MEETING THE NEEDS OF THE NATION

Time is a two-faced friend. It shows the quality of an entity, for it puts every organization to the ultimate test. It puts the nation to the test as well. Only a nation with a sound Brand, continually supported and fuelled by likeminded leaders of industry, can rise up and be recognized on the global platform. This is even truer in a more globalized business environment the present day where everything is becoming borderless. Though the world is changing, and we along with it, our core *Mission* and *Vision* remain unaltered.

Once there was a deep thirst for recognition in this nation for Brands and Branding that none was worthy enough to quench. But all this changed a decade ago when the **APBF** came into the scene. The very terrain of Brands and Branding, not to mention awards arena, has been elevated to new heights of prominence. And the need has been satiated to a great degree; and new needs have been generated by the mere excellence of the expounded industry. This is *Country Branding* at its best – and it is most definitely the highest form of Branding!

Birds of the same feather flock together. Thus it is a given that only the best will be able to identify that precious pearl in high achievers. I would like to extend my sincerest appreciation to the **APBF** for showing undimmed ardour by being the archetype eye in the awards circuit for an entire decade. I am so overjoyed!

For it has been quite a ride! I remember clearly how there have been years which were like a deep breath before the plunge – but it is not this year! This year we rise to the occasion – one of grand jubilee – cradled in the *Spirit of Celebration*! I trust the journey is still in the sunrise of its years; though I can already see the wondrous rainbow ahead! I would like to wish all those who have journeyed with us the best in years to come as you Brand prospectively.

"Brand Celebration breathes new life into the Brand – giving the Brand a new and fresh feel – bringing the Brand to a new level."

The ultimate goal of any leader is to produce leaders of like mind and spirit. When a nation becomes that leader, and *Country Branding* becomes that nation's culture and richness which is to be shared with the four corners of the Earth, then that nation becomes the centre for impartation. Part of the *Objectives* of the **APBF** is to inculcate good Branding practices and standards in Malaysia and the Asia Pacific region by co-operating and establishing links with likeminded organizations and individuals. It is my genuine dream that this will grow and embrace the whole nation – that what we have started here does not remain solely anchored here – and that *Country Branding* initiatives will be 'exported' to become a global practice from here, the 'Branding Hub' nation!

THE CORE OF A BRANDING-HUB NATION

The celebratory spirit is one that has been proven to raise productivity. When the members of a corporate family are happy, blissful and there is levity, everyone is more than eager to give their best. For in their hearts, they know that they are headed towards a common goal for which the reward will bring even more cause for celebration.

It is certainly a sheer privilege to have arrived at this very juncture. Every award year before this has been part of the grand journey that brought us here; and though the voyage is far from over, this juncture in time calls for a celebration unlike ever before! We have surely earned the right to disembark from our ship for a while, to savour this point of the journey, a 'Treasure Island' in the ocean of milestones so to speak, and appreciate the watery horizon lined by the golden sunset before us, to savour this moment in the most profound way possible, making it last forever, etching a permanent mark in the sands of time. The strategy is to celebrate...and celebrate with such fullness!

Without strategy,
Your Brand will end in tragedy.

"

The ultimate goal of any leader is to produce leaders of like mind and spirit. When a nation becomes that leader, and Country Branding becomes that nation's culture and richness which is to be shared with the four corners of the Earth, then that nation becomes the centre for impartation.

In short, the nation becomes a Branding Hub.

"

Let victory dominate your thoughts. Let celebration become your life's pulse. I implore you to always be the best, just like The BrandLaureate is the best at what it does. And celebrate when the time is right. This will raise hope and create faith for even greater success!

There was a time I might have thought this point was but wishful thinking. But today has proved me wrong. In my grand pursuit of excellence, a greater history had been in the making... Something which has manifested today in creating the drive to excel and propelling emphasis on Brands and Branding. But there is something I would like to urge you to do for your Brand with every ounce of breath that you have – CELEBRATE! I say the new business model is to celebrate.

Without a business model, Your business will end up in a mortuary.

Celebration ensures longevity.

CELEBRATING BRAND SUCCESS

Celebrating is not a new thing in our *Brand Culture*. As you know, we have hosted many spectacular Award galas over the last decade, with this year being the first decade – a time of jubilee and great celebration. There is so much magic in celebrating every milestone and every success. This reminds me of a valuable lesson in life: It is pivotal to look within to gain strength and not be derailed by the chaos that may be happening outside. The throbbing *Missions* and *Visions* within your brands' central nuclei act as your definitive lighthouse in even the murkiest scenarios. Whether it is now or the future, or in a big or small way, it is important to foster a celebratory 'mood'.

The reason why it is important to celebrate is it gives the Brand a sense of purpose – infusing it with energy and drive – key elements that will ultimately sustain the Brand. I urge Brands to capitalize fully on this celebratory force. An award-winning organization is no longer merely a Brand or a company, but a 'Branded' entity with the drive and purpose to continue to excel! This will provide a superior medium for you to pilot through – breaking forth into new frontiers of the future. When you garner awards, especially those of this superior genus, the name and acclaim will transport you to greater heights of excellence that were never possible before – granting you even more occasions of celebration!

"Brand Celebration inspires Brand Excitement. Brand Excitement injects Brand Expectation. Brand Expectation raises Brand Performance. Brand Performance increases Brand Productivity. Brand Productivity creates Brand Success!"

I personally call such a *Spirit of Celebration* 'Supernatural Branding' – for you once had to toil and strive just to move forward and be recognized; but now in this jubilant time, recognition wants you, homes in on you, finds you, blesses you and takes you through to the next level – a grand echelon of untold celebration that ushers in even more celebration! After all, remember that celebration:

Inspires greater expectations...
Increases higher achievements...
Instils deeper hope...
Innovates bigger dreams...

Pin this reminder at a spot you will never forget: The act of celebration is not the end, but merely the beginning. Just as how a great conqueror whose empire plans to dominate new frontiers has to start afresh, stretching his sea legs in order to boldly venture off to the unknown, your ascent from a regular player to a 'Branded' phenomenon, propelled by the *Spirit of Celebration* actually brings you to a new playing field with perhaps a different set of rules that you need to familiarize yourself with. Oh, my – what a way to Brand!

Even as you stop to catch your breath at these euphoric heights, remember to never settle for the best that you are now; but instead persist to envision the best that you can be tomorrow. Alas, simply resting on your laurels of success would mean you are no longer in motion – dead in the water. And that would be a fatal mistake for your Brand, especially in times that are in constant motion in the throes of unbelievable innovation. Just in case you are wondering – yes –celebrating your Brand ensures that your Brand says in motion!

Every brand has its own unique story. And every story is moving. In the same way how a movie has a beginning which ultimately arrives at a climatic ending – setting the heart to pursue greater success. Every Brand has spun a tale worthy of remembrance. Such a tale must be made known – and celebrated... Doing so will inspire both the Brand and others to pursue even greater success in time to come.

In order to attain Brand Success:

UP the Brand Spirit! UP the Brand Stamina! UP the Brand Strength!

Let victory dominate your thoughts and celebration, your life's pulse. I implore you to always be the best, just like **The BrandLaureate** is the best at what it does. And celebrate when the time is right. This in turn raises hope and creates faith for further success.

CELEBRATING BRAND CULTURE

"Life is a celebration. Celebrate life. Celebrate Brands. Celebration keeps Brands upbeat and alive; and instils values. Celebration has a purpose and place in Brand building."

In truth, celebration goes deeper than accomplishments and milestones. For a truly holistic celebration, building a strong *Brand Culture* is just as important because it:

- Unites the Brand
- Unifies the Brand

Ultimately, uniformity brings conformity to the *Brand Identity*. This means one purpose, one mind, one direction. Where there is no uniformity, there is no conformity. Then it will not have its own *Brand Identity*.

Celebrating *Brand Culture* will create a new **Spark** in the Brand, adding that much needed **Sparkle** – eventually resulting in a **Sparkling** exemplar of an epitomic Brand.

CELEBRATING BRAND STORY

Every brand has its own unique story. And every story is moving. In the same way how a movie has a beginning which ultimately arrives at a climatic ending (the story of *Forest Gump*, an inspiring tale of determination, comes to mind here – setting the heart to pursue greater success; always recalling at the back of minds that *life is like a box of chocolates and we never know what we are going to get.* Indeed, every Brand has spun a tale worthy of remembrance. Such a tale must be made known – and celebrated... Doing so will inspire both the Brand and others to pursue even greater success in time to come.

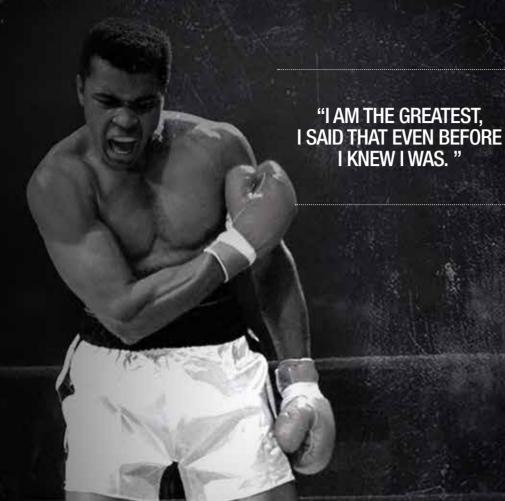
The lyrics of Sir Cliff Richard's Song, Congratulations, "...Congratulations... And jubilations... I want the world to know I'm happy as can be..." resonates perfectly with this theme of celebration. Wanting the world to know is important – the world must know that you are celebrating – and doing so in uttercompleteness – just as the world must know your Brand.

Give a thumbs-up for your Brand! And embrace your Brand's own moving story, imbued with celebratory energy. Every celebration is worth remembering and will have an impact on your Brand's future and destiny...

Celebrate your BRAND.
Celebrate GREATNESS.
Celebrate your BRAND GREATNESS!

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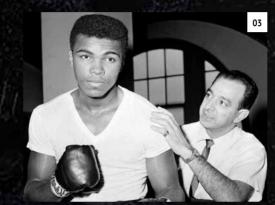


MUHAMMAD ALI THE GREATEST CHAMP

Nicknamed 'The Greatest', Muhammad Ali was one of the legends in the sport of professional boxing. At 6 feet 3 inches, he was an imposing figure in the ring, known for his swift footwork, and powerful jab. Boxing, which more than most other sports sparked a dazzling efflorescence of enduring literature, provided answers - and Ali was central to most of it. He is regarded as one of the leading heavyweight boxers of the 20th century.

What distinguished Ali from his contemporaries were the values that he had upheld all through his life. An arch believer of religious freedom and racial justice, Ali had converted to Islam and with that even changed his name from the former identity, Cassius Marcellus Clay.





Heavyweight Champion
One of the most recognized sports figures of the past 100 years, Ali was born as Cassius Marcellus Clay in Louisville, Ky. Clay was first directed toward boxing by Louisville police officer and boxing coach Joe E. Martin, who encountered the 12-year-old fuming over a thief taking his bicycle. He told the officer he was going to "whup" the thief. The officer told him he had better learn how to box first, and as they said, the rest is history.

Ali started to create ripples in the arena of professional boxing at the tender age of 22, by knocking out the then heavyweight champion Sonny Liston. From then, there was no looking back for this powerful fighter who knocked off each of his opponents to bag the titles. Throughout his career, Ali recorded 56 wins of which 37 came in knockout and 5 losses. The most historic matches were against Liston, Joe Frazier and George Foreman. He became the first and only three-time lineal World Heavyweight Champion. He would come to be widely acclaimed as the best heavyweight boxer of all-time — or, to use his own favorite term, "The Greatest."

Despite having lost almost four years of his physical prime, he came back to win the world title in 1974, defeating George Foreman in a legendary bout - "the Rumble in the Jungle" – in what was then Zaire.

the final of three encounters between the two men — Ali won twice, Frazier once – and the ill-feeling between them in 1964, 1974, and 1978. never entirely dissipated.



"THE FIGHT IS WON OR LOST FAR AWAY FROM WITNESSES - BEHIND THE LINES, IN THE GYM AND OUT THERE ON THE ROAD, LONG BEFORE I DANCE UNDER THOSE LIGHTS."



Ali would lose the title, and regain it once again, in 1978. The following year, he won perhaps the most brutal fight of He was the first person to win the world heavyweight his career, beating Joe Frazier in Manila, Philippines. It was championship on three occasions. He remains the only three-time lineal heavyweight champion; he won the title

01 & 04) The Thrilla in Manila, a boxing match between Muhammad

02) The Rumble in the Jungle, a historic boxing event between George Foreman and Muhammad Ali

03) Muhammad Ali & trainer Angelo Dundee before a match

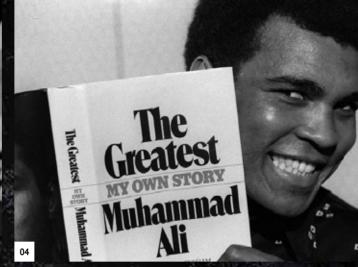
05) Muhammad Ali after first round knockout of Sonny Liston during World Heavyweight Title fight











The Silver-tongued boxer Interestingly, apart from being powerful and dominating, Ali was extremely vocal as well and started the ritual of throwing remarks at his opponent much before every brawl.

On April 28, 1967, with the United States at war in Vietnam, Ali refused to be inducted into the armed forces. A big part of his life story is about what happened when he took a political stand, which later had a direct impact on his life.

On June 20, 1967, Ali was convicted of draft evasion, sentenced to five years in prison, fined \$10,000 and banned from boxing for three years. He stayed out of prison as his case was appealed and returned to the ring on October 26, 1970, knocking out Jerry Quarry in Atlanta in the third round. On March 8, 1971, Ali fought Joe Frazier in the "Fight of the Century" and lost after 15 rounds, the first loss of his professional boxing career. On June 28 of that same year, the U.S. Supreme Court overturned his conviction for evading

His cultural and political significance extended far beyond the boxing ring. Unlike most boxers, who relied on their managers as 'front men', Ali spoke freely on a range of topics outside boxing, particularly political and social issues.

The morning after winning the world championship in 1964 by defeating Sonny Liston, he revealed that he had become a member of the Nation of Islam. He renounced what he called his "slave name" of Clay, and became Muhammad Ali soon afterward.

Such statements were deeply controversial at the time but Ali's willingness to stand on principle and to express his views with such vigor made him a hero to the black community and to the broader progressive movement. A proud and intelligent man, Ali was particularly outspoken about the mistreatment of African-Americans in whitedominated society. He toured college campuses and other venues giving speeches. He was, for a time, a close friend of black leader Malcolm X, while his views on racial separatism stoked more flames of controversy. As a Muslim, Ali was initially affiliated with Elijah Muhammad's Nation of Islam (NOI) and advocated their black separatist ideology. He later disavowed the NOI, adhering to Sunni Islam and supporting racial integration, like Malcolm X.

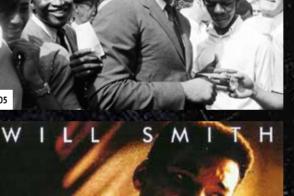
"WHY SHOULD THEY ASK ME TO PUT ON A UNIFORM AND GO TEN THOUSAND MILES FROM HOME AND DROP BOMBS AND BULLETS ON BROWN PEOPLE IN VIETNAM WHILE SO-CALLED NEGRO PEOPLE IN LOUISVILLE ARE TREATED LIKE DOGS AND DENIED SIMPLE HUMAN RIGHTS?

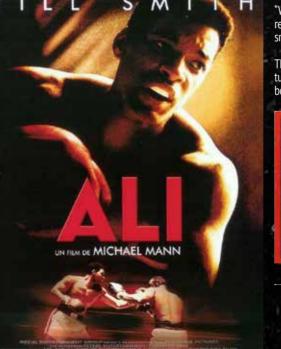
NO. I AM NOT GOING TEN THOUSAND MILES FROM HOME TO HELP MURDER AND BURN ANOTHER POOR NATION SIMPLY TO CONTINUE THE DOMINATION OF WHITE SLAVE MASTERS OF THE DARKER PEOPLE THE WORLD OVER. THIS IS THE DAY WHEN SUCH EVILS MUST COME TO AN END. I HAVE BEEN WARNED THAT TO TAKE SUCH A STAND WOULD PUT MY PRESTIGE IN JEOPARDY AND COULD CAUSE ME TO LOSE MILLIONS OF DOLLARS WHICH SHOULD ACCRUE TO ME AS THE CHAMPION.

BUT I HAVE SAID IT ONCE AND I WILL SAY IT AGAIN. THE REAL ENEMY OF MY PEOPLE IS RIGHT HERE. I WILL NOT DISGRACE MY RELIGION, MY PEOPLE OR MYSELF BY BECOMING A TOOL TO ENSLAVE THOSE WHO ARE FIGHTING FOR THEIR OWN JUSTICE. FREEDOM AND EQUALITY...

IF I THOUGHT THE WAR WAS GOING TO BRING FREEDOM AND **EQUALITY TO 22 MILLION OF MY PEOPLE THEY WOULDN'T HAVE** TO DRAFT ME. I'D JOIN TOMORROW, BUT I EITHER HAVE TO OBEY THE LAWS OF THE LAND OR THE LAWS OF ALLAH, I HAVE NOTHING TO LOSE BY STANDING UP FOR MY BELIEFS. SO I'LL GO TO JAIL. WE'VE BEEN IN JAIL FOR FOUR HUNDRED YEARS."







01) Hall of Fame running back Jim Brown (front, second from right) presided over a 1967 meeting of top African-American athletes in a show of support for Muhammad Ali's (front, second from left) controversial opposition to the Vietnam War

02) Muhammad Ali made headlines over his refusal to fight in Vietnam War

03) The much publicized friendship between Malcolm X and Muhammad Ali

04) Muhammad Ali with his best-selling book

Nuhammad Ali surrounded by his fans
 Hong and the surrounded by his fans
 Shan loon of popular culture, Muhammad Ali is featured in many movies and publications

But Ali's personal demeanor also played a central part in raising him to heights of celebrity that few other people of his generation scaled. From the beginning of his career, he flamboyantly praised his own abilities and mocked his rivals, often using comic rhymes to do so.

Ali's braggadocio was also an act of defiance against the suffocating racial norms of the time. Footage can still be found of a white interviewer, early in his career, challenging Ali, "Let me see you close your mouth and just keep it

"Well, you know that's impossible — I'm the Greatest," Ali responded. "I'm knocking out all bums - and if you get too smart, I'll knock you out."

Thus, his self-proclaimed "I'm the Grestest" persona slowly turned into a pop culture icon and subject of numerous than others. books, films, music, video games, TV shows, and other

creative works. A great deal of works of literature and film that chronicled and applauded various periods of the fighter's life include The Greatest (1977), Muhammad and Larry (2009), The Trials of Muhammad Ali (2013), Ali (2001), When We Were Kings (1996) and many more. Ali has also appeared on the cover of Time Magazine 5 times, the most

Ali also wrote several best-selling books about his career, including The Greatest: My Own Story and The Soul of a Butterfly. The Muhammad Ali Effect, named after Ali, is a term that came into use in psychology in the 1980s, as he stated in his autobiography The Greatest: My Own Story: "I only said I was the greatest, not the smartest." According to this effect, when people are asked to rate their intelligence and moral behavior in comparison to others, people will rate themselves as more moral, but not more intelligent











"I KNOW WHERE I'M GOING AND I KNOW THE TRUTH, AND I DON'T HAVE TO BE WHAT YOU WANT ME TO BE. I'M FREE TO **BE WHAT I WANT."**









views during his boxing career, Ali was more universally celebrated in later life. He lit the Olympic flame when Atlanta hosted the Games in 1996 and was hailed as the most important sporting figure of the 20th century on both sides of the Atlantic.

In 2002, for his contributions to the entertainment industry, Ali was honored with a star on the Hollywood Walk of Fame at 6801 Hollywood Boulevard. His star the man who believes real success comes when we is the only one to be mounted on a vertical surface, out of deference to his request that his name not be walked upon.

He was awarded the Presidential Medal of Freedom by President George W. Bush in 2005. At the ceremony where he received the nation's highest civilian accolade, Bush called Ali "a fierce fighter and a man of peace."

In 2009, President Obama wrote an article for USA Today explaining what Muhammad Ali — who by then

A Life Bigger than Accolades

Having been a divisive figure because of his political had struggled with Parkinson's for about 25 years meant to him.

> "Asked why he is so universally beloved, he holds up a shaking hand, fingers spread wide, and says, 'It's because of this. I'm more human now. It's the God in people that connects them to me." Obama wrote.

> "This is the Muhammad Ali who inspires us today rise after we fall; who has shown us that through undying faith and steadfast love, each of us can make this world a better place. He is, and always will be,

> Ali died Friday at the age of 74. According to reports, he was battling respiratory issues complicated by the Parkinson's disease he was diagnosed with in the 1980s. He was married four times and had seven daughters and two sons. One of his daughters, Laila Ali, also became a world boxing champion.



"HE WHO IS NOT COURAGEOUS ENOUGH TO TAKE RISKS WILL **ACCOMPLISH NOTHING** IN LIFE."

01) Barack Obama visited Muhammad Ali

02) Muhammad Ali lights the Olympic Flame at Atlanta 1996 03) Muhammad Ali gets a Star on the Hollywood Walk of Fame

04) Muhammad Ali as a recipient of The BrandLaureate Legendary Award
05) Thousands gather for muslim funeral honoring Muhammad Ali

HOW I WOULD LIKE TO BE REMEMBERED



"As a black man who won the heavyweight title and who was humorous and who treated everyone right. As a man who never looked down on those who looked up to him and who helped as many of his people as he could-financially and also in their fight for freedom, justice and equality. As a man who wouldn't hurt his people's dignity by doing anything that would embarrass them. As a man who tried to unite his people through the faith of Islam. And if all that's asking too much. then I guess I'd settle for being remembered only as a great boxing champion who became a preacher and a champion of his people. And I wouldn't even mind if folks forgot how pretty I was. "

> **MUHAMMAD ALI** 1942 - 2016



KAREEM ABDUL-JABBAR
American retired professional basketball player

"During my more than 50 years in the public eye, I have met hundreds of renowned celebrities, artists, athletes, and world leaders. But only a handful embodied the self-sacrificing and heroic qualities that defined my friend and mentor, Muhammad Ali. A master of self-promotion, he declared early in his boxing career, I am the greatest! This kind of boasting enraged many papels just as held board approximate a large audience that just people, just as he'd hoped, ensuring a large audience that just wanted to see this upstart boy taught a lesson.... I may be 7'2" but I never felt taller than when standing in his shadow.



American professional basketball player

"Today I can make trips to China and all over the world and people know my name and know my face. I give all credit to Muhammad Ali because he was the first icon. He is the GOAT -- the great-est of all time. And it has zero to do with his accomplishments inside the ring."



Civil rights leader
"He sacrificed the heart of his career and money and glory for his religious beliefs about a war he thought unnecessary and unjust. His memory and legacy lingers on until eternity. He scarified, the nation benefited. He was a champion in the ring, but, more than that, a hero beyond the ring. When champions win, people carry them off the field on their shoulders. When heroes win, people ride on their shoulders. We rode on Muhammad Ali's shoulders."



Hollywood Actress "Muhammad Ali, courageous

in all things in which he believed. Led by example.

Dignity, humor, generosity, love. Still dancing."

GEORGE FOREMAN American former professional boxer "What makes Muhammad Ali special is that he loves life. He didn't fall in love with being young and doing the shuffle, he fell in love with life. Right now, he's probably thinking how he's going to sneak a dessert past his caretakers. He's still living. He doesn't hide. Remember him lighting the torch at the Olympic Games in Atlanta in 1996? He was saying, "I'd love to do this, thank you." This guy loves life. I do believe he's the greatest, but forget about boxing — give that to Joe Louis, or somebody — I believe he's one of the greatest men I've ever met."





TALK SHOW QUEEN

LORRAINE HANH PAYS TRIBUTE TO THE BRANDLAUREATE'S 10TH ANNIVERSARY AWARDS

By **GERALD CHUAH**

SHE has interviewed top leaders including Heads of State Vladimir Putin to Abdullah Badawi, and entertainers like Shahrukh Khan to Sir Elton John, besides moderating business dialogues with top CEOs around the world.

It was indeed an honour and pleasure to welcome Lorraine Hahn to The BrandLaureate's 10th Anniversary Awards celebrations. Her presence is a great endorsement to the BrandLaureate Awards and the Asia Pacific Brands Foundation (APBF).

Looking great in her stunning outfit, Hanh a recipient of The BrandLaureate International Brand Personality Award 2014, specially flew in from Hong Kong for the event, accompanied by her husband Michael Wang.

It was their first visit to The BrandLaureate's gala dinner and they were excited to be here. Sitting at the main table, they were impressed by the huge turnout, and enjoyed the entertainment showcase by Michael Jackson impersonator, and danger-act by Belgian magician and mentalist Aaron Crow.

As a well-known news personality, Lorraine Hanh is no stranger when it comes to cutting-edge interviews with international icons and celebrities. Her riveting **CONGRATULATORY NOTE** show both informs and entertains.

No one does it better during her time as host of CNN's Talk Asia and Biz Asia. She also spent three Tonight, before calling it a day in November 2006. She said: "I had enough of the daily grind. Now I have a life, I play golf, and produce documentaries on the the time in people who are successful, environment".

I had the special privilege of interviewing Hahn for the second time. The first was in 2013, when she made a special trip to Kuala Lumpur to conduct a "World-class Presenter Masterclass" workshop with Media Prima, on how to develop natural styles of presentation. During the interview, she said: "We are in the infotainment business. People listen to snappy interesting interviews. In talk-shows, first impression counts, and you must look authoritative because you

represent the station, and you are the brand of the station," she added.

During the awards night, Hanh, was in good spirits and paid kudos to The BrandLaureate Awards. In her congratulatory note, she said: "As the previous winner, I am so happy to fly here and be a part of years at CNBC hosting its flagship program, Business The BrandLaureate's 10th Anniversary Awards -- a celebration of minds, a celebration of will, and a celebration of passion -- something that we see all

> "At least that's what I found in my work. Congratulations to the team, for all their hard work and many more years of success ahead of them!"

> During her 27-year news career, Hahn must have attended hundreds of similar events around the world, interviewing VIPS and rubbing shoulders with the rich and famous, but she was still amazed by the big turnout at The BrandLaureate Awards.

> "It's amazing to see the ballroom iam-packed with







"I THINK BRANDING SETS YOU APART FROM ALL THE REST. PEOPLE HAVE BRAND RECOGNITION. AND THAT'S WHAT SO MANY COMPANIES AND INDIVIDUALS STRIVE FOR. AND THAT'S VERY HARD TO **ACHIEVE.**"

more than 1000 people. I haven't been to any event in Malaysia, or Southeast Asia for that matter that garners so many people in one area... and recognizes them for all their hard work and dedication," she said.

BRAND RECOGNITION

Based in Hong Kong, Hahn now conducts live interviews in the corporate world, works on freelance TV programming, gives talks and lectures at Hong Kong University and other media outlets. She also develops and anchors Earth Factor Asia, an educational environment video series, being aired around the world.

Being in the forefront of the movers and shakers in the world. Hahn must have a good understanding on the importance of brands and branding in the business world.

"I think branding sets you apart from all the rest. People have brand recognition and that's what so many companies and individuals strive for, and that's very hard to achieve," she said.

BRAND PERSONALITIES

As a celebrity interviewer, Hahn was also impressed by the long list of International awardees who have received The BrandLaureate Awards -- including Muhammad Ali. Steve Jobs. Mark Zuckerberg and Hillary Clinton. as featured during a multi-media presentation at the ballroom earlier.

Hahn herself has the distinction of having interviewed many of these people, including heads of states like Vladimir Putin, Vincente Fox. Abdullah Badawi. John Howard, Helen Clark, Gloria Macapagla-Arroyo, Megawati

Soekarnoputri, and Thaksin Shinawatra, amongst many

"Do you recognize some of the International Brand Personalities who have received our awards?" I asked eagerly. She answered: "Of course, it is the who's who of people I've interviewed before... and the people I would love to interview. So yes, I know. What an amazing group of awardees!"

MOVING FORWARD

As a TV host, Hahn has demonstrated a strong understanding of Asian economic and political issues. She has also been called-upon to be the master of ceremony or chairperson of various major events including APEĆ Economic Leaders' Meeting, APEC CEO Meeting, The Global Leadership Forum (Malaysia), and the ADB Journalism Awards, so she is well-versed on the economic climate in some of these countries.

Looking from a global perspective. Hahn said now is a good time for The BrandLaureate to spread its wings to other Asian countries where there are great opportunities for brands and branding.

As The BrandLaureate celebrates its many achievements over the past 10 years, looking forward, what's next in the horizon? Her advice:

"As what Dr KKJohan has said during his speech, I think they would have to focus on going international. Spread their wings and go to different parts of Southeast Asia. and make this an International event".



been crowds pullers in the past, but all these are part of the everyday arsenal of Aaron Crow's danger-act where they wouldn't normally put themselves in. The performances around the world.

Indeed, it was a pleasure to welcome Belgian's foremost to the audience that they too can do amazing things "mentalist, daredevil and fusion artist" Aaron Crow, who which they never thought beforehand." performed for the first time at The BrandLaureate's Best Brands Awards 2015-2016 at Majestic Hotel on June 2, CROW'S GOT TALENT

wowed the audience with his signature performance

- The Blindfold Act, during the 10th Anniversary gala

question, but Crow chose to remain silent as part of his mental preparations before the danger act. awards dinner.

in a journey and pushes them to the edge, to a position weapons do raise tension, but it is not about promoting violence or the use of dangerous weapons, but to prove

Crow, the winner of The BrandLaureate's International A highly respected and sought after artist, well-known for his strong stage persona and unique creations, Crow in 2013. In that episode, Simon Cowell asked him a

where he shot an apple sitting on host Declan Donnelly's head with a bow-and-arrow, and finished fourth. The news trended on Twitter.

For his performance at the BrandLaureate Awards. Crow made an impressive entrance with a purple Samurai robe and Katana sword. His show for the night was simply called the "Blind-folded Swordsmanship Act," but there was nothing simple about it, especially for the three VIP volunteers on stage -- Malaysian hairstylist Datin Winnie Loo, shoe designer Datuk Jimmy Choo, and businessman Ganesh from India, who stood by the sides and back of the stage.

REAL OR ILLUSION?

The world of Magic and Illusion has astounded audiences for generations. To the question: "How do you draw the line between what's real and unreal?"

He answered: "I don't draw the line. This is what I don't do. execute his final stunt. The concept is about blurring the lines, making a fusion art, where illusions, magic, and stunts are performed together, real, what is true, or what is an illusion.

During the act, Crow dripped burning candlewax onto his eyes, bandaged it, and covered his head with aluminum foil to make sure he cannot see. Then, he walked around on stage before unleashing his weapons on the participants. Choo survived a knife attack on his paper bag, Ganesh's withstood the smashing blow of iron nun-chucks on his publicity stunt for Loo's hair-dressing company. wooden board, but both remained unhurt.

Crow explained: "in the Blindfold act, pouring liquid candle wax on my eyes was real. I could have just put a piece of tape on my eyes, and it would do the job, it's done...

"But people don't buy that, so I decided to take it further, to a point where people let go of the idea. And once they are at ease there's no way I can see, what's next becomes interesting".

Meanwhile, back to his performance at the Awards night, Loo was the next and final victim. With a pineapple balanced precariously on her head. Crow inched towards her, brandishing a razor sharp Katana (or Samurai sword) to

As he lifted the sword to slash the fruit, Loo shut her eyes. A blending into one. At some point people lose grip of what is cold shiver ran down her spine. Finally, the sword connected with deadly precision -- slashing the pineapple into half, but leaving her unharmed, as the audience broke into a

> As the end of gala dinner, someone commented that it was literally "A Cut Above," which is the actual name of her company. Indeed, it was a strange coincidence and a great

MAGICAL PATH

Growing up in Belgium, Crow was fascinated by magic and martial arts since young. He earned a black belt in Taekwondo and was part of the Belgian Tae Kwon Do team for a short while, but his love for magic got him started in his career as an illusionist since 2003.

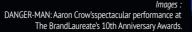
"I did magic performances and shows since young. I also did martial arts for many years, and was competing at some point, representing the martial arts team for Belgium;

"I HAVE RECEIVED MANY **AWARDS THROUGHOUT** MY CAREER, BUT THE **BRANDLAUREATE AWARDS** IS STILL THE MOST SPECIAL AND PRESTIGIOUS BY FAR, **ENDORSED BY PROMINENT** INTERNATIONAL PERSONALITIES"

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NEW MATERIALS UP TO A POINT; AND THE BIGGEST THING I HAVE DONE SO FAR IS MY OWN FULL **EVENING SHOW CALLED** FEARLESS, WHICH PREMIERED AT RESORTS WORLD GENTING. I WAS HERE RECENTLY FOR SIX WEEKS IN GENTING -**DOING 59 SHOWS**



meaning I got kicked around quite a bit. Having all these experience under my belt, I felt it was a good thing to In the World o combine everything into a unique skill set,

"I followed my path and developed some of the acts. For example, the Blindfold Act was one of the first". Since then, Crow has gone places.

INTERNATIONAL AWARDS

Aaron Crow has won many awards throughout his career. The first was at the "2003 Den Haag XXII World Champion Mentalism," followed by the "Wizard Trophy" (Phenomenon

He also won first place for Mental Magic at the "World Championships of Magic" -- the largest competition of its kind, held every three years. There, he battled 150 world renowned acts in front of 2,500 people. Since then, he has won multiple highly coveted awards like "Le Mandraque"

Today, Crow is best known for his spectacular appearances on "Le Plus Grand Cabaret Du Monde" and Britain's Got Talent. The videos can still be found online, and has well over 12 million hits on YouTube.

Crow said: "I have received many awards throughout my career but The BrandLaureate Awards is the most prestigious award I've received so far, endorsed by prominent international personalities," adding that he will proudly display it in his living room, and show it off during said.

In the World of Magic, people are always pushing the boundaries to come out with new illusions that people have not seen before. Are there more danger acts in the

"Oh yes, that's a great question and its true. You've to be innovative and continue to come out with new things, because once it is seen, they've seen it. The world is a big place, and it takes time for everybody to see the same trick,

"I am doing pretty well, otherwise I wouldn't have gotten The BrandLaureate Award. I was touring with one of the biggest show on the planet called the Illusionist. With that company, I did a big tour in Sydney Opera House in Australia, six weeks on Broadway, New York; and West End

"I've been creating new materials up to a point; and the biggest thing I have done so far is my own full evening show called Fearless, which premiered at Resorts World Genting. I was here recently for six weeks in Genting -

Now, Crow looks forward excitedly to the next step in his magical career, to introduce his Signature Acts worldwide.

"I am still coming out with new materials like Bullet Catch, which is quite amazing. We are already working on the next big thing. They world is moving, so we have to," he

For more information, visit his website at: www.aaroncrow.com.







BIG PICTURE



KNOWLEDGECOM

A BRAND OF REMARKABLE ENDURANCE

By IAN GREGORY EDWARD MASSELAMANI

The True Meaning of Brand Loyalty

What would you be willing to do for your Brand?

If your Brand were a spaceship, and it was going down fast, and the captain is abandoning ship, would you risk it all by staying back and taking command in the hope of saving the doomed vessel because it is simply irreplaceable?

Well metaphors and hypothetical scenarios aside, for all intents and purposes, this is basically what S. T. Rubaneswaran, Chief Executive Officer (CEO) and Director of KnowledgeCom Corporation Sdn. Bhd., did when he took over the reins of the company!

What this leader has done will raise questions in the hearts of even the most ardent of Brand Champions. Ever dared to challenge yourself from the inside out for the sake of your Brand? Ever desired to be put to the vertical limit only to discover your breaking point? At the time of the takeover Ruban was a qualified young engineer of 26, and he was literally doing something out of

his element, without any financial backing – making for a very motivating story on how he 'accidentally' became Malaysia's youngest entrepreneur to build a multi-million dollar Brand. For Ruban braved the scenario of a leading a company with 1.7 million debts, turning it around in just a matter of three years! And today KnowledgeCom Corporation Sdn. Bhd. is 15 years strong!

"We didn't want to close down because of the number of years we had already spent to build a Brand."

Having started in 2001; the Brand was already seven years old when Ruban took control of it. Ruban could see then what the true value of a Brand was; and he capitalized on said value to galvanize and reinforce the Brand, raising it to what it is today.

"We had a Brand, and there was a Brand Presence. We had students coming in – we were already doing training and partnering with universities – so we could not just drop of all this."





"IT IS NOT EASY.
WHAT SEEMS LIKE AN
IMPOSSIBLE TASK –
SOMETHING THAT'S
SO BIG AND HUGE AND
YOU ASK YOURSELF
WHETHER YOU CAN
DO IT? THOSE ARE THE
THINGS YOU NEED TO
GO FOR..."

At the end of the day, his faithfulness to the Brand and in doing what was right paid off. He was willing to do whatever it took – to go that extra mile just to preserve the Brand. For even though it was on the brink of sinking at the time, it was still a Brand known and loved by the people.

The Nucleus of the Brand

What is Ruban's secret to success? Is it having a foolproof winning formula? Or possessing iron-clad determination? Perhaps pure luck?

Meeting this dynamic man will instantly reveal that the answer is much more than the options listed above.

"It is not easy. What seems like an impossible task – something that's so big and huge and you ask yourself whether you can do it? Those are the things you need to go for..."

Clearly, the Brand Visage's winning formula is to constantly reinvent himself – he breaks his personal limits and barriers. Having gone first, he then brings back that change to the team – and keeps on pushing the limits – never remaining stagnant.

Thanks to Ruben's untold dedication, KnowledgeCom Corporation Sdn. Bhd. is a game-changer in its field with many milestones to show over the years, including:

- Being an SAP eAcademy, uAcademy and SAP Learning Hub Authorized Exclusive Provider for Malaysia
- Being awarded the MOF license for Training and all IT Related Services
- Being authorized the Class A Training License by Pembangunan Sumber Manusia Berhad under the Ministry of Human Resource
- Being awarded as a MSC Status Company by MDeC (Ministry of Development and Corporation)
- Being ISO 9001 Certified: Quality and Service
- Being chosen as the SAP Partner of the Year 2011 and 2013
- Being the UP Magazine license holder via its subsidiary, Global Strategic Partners – producing the largest training magazine circulation in the industry (approximately 20,000 copies sent directly to decision makers)
- Becoming a subsidiary of a listed company, CENSOF Holdings Berhad

All of this and more only goes to show that the Brand is driven by a Vision – the unyielding Vision of its leader and Brand Champion. Coming up on top where a lot of people would have broken. For his determination – his X-Factor – sustained him... How else could one whose parents are not rich turn a frown upside down in a world where even banks do not give credit when one is in the red?



This stirring man who has brought change to the lives of thousands maintains his personal and social wellbeing by keeping a balanced life, with work being right in the centre of everything.

A Good Reason to Keep Going

There was once a period in Ruban's life when even something as natural as sleeping was a chore...

"There are times, when you are managing a company with negative 1.7 million in debts, where you get up every day and think, 'Am I doing the right thing?' You know you have to pay everyone; and you got to do your stuff. But over time, I treated it like one might a day – I did it yesterday – so I can do it tomorrow. I kept going like that."

In truth, the 'one-day-at-a-time' approach is a fundamental method that we as human beings ought to employ on a daily basis, as opposed to our 'illusion of control' over real situations in life. In Ruban's case, he places himself in new situations and does his best to navigate said terrain, simultaneously creating a template which can then be replicated by his core team.

"Most people do entrepreneurship not because they want to make money. Most entrepreneurs they do it because they want to challenge themselves – probably something that's of service to other people. So when you do that successfully and get you mindset towards that, everything else falls into place."

"WHEN YOU ARE IN THIS INDUSTRY, YOU SEE A LOT OF PEOPLE WHO HAVE THE POTENTIAL, BUT CANNOT AFFORD IT. WE FEEL THAT KNOWLEDGECOM HAS THAT PLATFORM TO PROVIDE THOSE SERVICES OR THOSE GRANTS FOR THOSE WHO NEED IT"

Ruban, who began his career in the sale division of the company when he was only 24 years old, reveals another truth which escapes the eyes of many.

"Yes, it is a personal challenge – like running a marathon – can I reach the destination faster?"

Having what you want to do up front is key. It is certainly a challenge to stay focused on that Mission that one has with all these things coming to pull one down. The Brand Champion shares on what kept him going.

"The challenge was we were in the education industry.

We were training people. We were certifying people. We were getting them jobs. We were making them better. So in a way, that was one of the factors. You are doing a business (or a service) that actually helps people improve their lives. And after helping many students – training them, certifying them, getting them into SAP, or Microsoft, or Oracle certification; they then get jobs, or we help them get jobs, and after a few years, they get a salary increment...they do better. You are not just helping a person; you are helping the family around the person to improve their lives."

The impact this endeavour is certainly far-reaching

"That is one of the factors why I actually stayed on this business. We felt that we have that niche we could offer for people to improve themselves, to become better, to get better jobs – and also in a way to improve the nation to achieve higher information technology."

Clearly, Ruben is in the business of making hopes and dreams come true.

"When you are in this industry, you see a lot of people who have the potential, but cannot afford it. We feel that KnowledgeCom has that platform to provide those services or those grants for those who need it."

The Recoverable Fall

Precious advice from a man who has transformed himself by constantly challenging himself and pushing the boundaries of his limits (including braving Mt. Kinabalu): "SO IF YOU HAVE THAT IN PLACE AND YOU KEEP DOING IT AND DOING IT AND IF YOU HAVE THE VISION IN PLAY THAT YOU WANT TO GO FOR AND DO – IT WILL HAPPEN – EVERYTHING WILL COME IN PLACE."

"The most important thing is you always got to not stop trying. I could have stopped so many times. I could have just given up, thrown the towel and said, 'Hey, it's not going to work out'. But if you know what you want, and your goals and intentions are noble, you'll get to it. Those things must be set first."

It always pays to set your goals and go all out to achieve them. KnowledgeCom recorded its first million profit in 2012 – after 4 years – and has grown by leaps and bounds since then. Ruben could see the silver lining in the dark cloud before him.

"We are in a sense lagging technology wise – but because we are lagging, there is a demand for training."

"And if you set those things right, and work towards them, you might still find yourself falling down many times; but the good thing about falling is each time you fall, you get up. And you fall again... But you get up faster. So each time you fall you get up faster. Sometimes you will take some time (the first fall will take the longest) but the same thing you do again will take half the time. So it's good to fall fall down as many times as possible because it makes you get up faster and faster and faster. Eventually it becomes just one day – and the next day you're up. So failures are good in life – they're never a bad thing."

Every fall makes it easier to recover before the next attempt.

"So if you have that in place and you keep doing it and doing it and if you have the Vision in play that you want to go for and do – it will happen – everything will come in place.

Ruban's revolutionary business strategies of acquiring a company with a loss of RM1.7million at the age of 26 years old and turning it into a multi-million dollar business is indeed an inspiration to many young entrepreneurs.



Yesterday, Today and Tomorrow

According to the 35-year-old successful business entrepreneur, there are many other interesting business plans lined up to be executed in 2016 and beyond. Chiefly amongst them is forming an institution – to have students trained from the very onset in technology.

"Now we are here. We have a presence in all of Malaysia. We have done trainings in North, South, and Centrally; and we have got licences to operate outside of Malaysia as well – in Vietnam, Philippines and Indonesia. So we are trying to carve out that whole plan around the Brand to make it into a premium IT training. So if you want to get certified in technology, you come to KnowledgeCom. If you want to get a job in the ICT field, you come to us as well. You want to get high income in the industry, you come to us as well. We are more like a specialist – we tweak it – and then we make it happen. That's what we do."

In 2015, Ruban and KnowledgeCom picked up a trio of reputable awards, namely The Young Indian Entrepreneur (August), The Top 100 SMEs in Malaysia (November) and the Human Resource Minister Award 2015 by HRDF for being the best training provider in Malaysia (December). KnowledgeCom also launched its RM1million Education Fund in December 2015.

The Brand has indeed evolved and come far. Previously known for teaching kids MS Word, PowerPoint, Excel, computer training, etc. Today, the Brand is more or less known as a training-consulting company that specializes in technology.



"We get you the people that you want – how you want them – and at what level you want them."

Probably in the future, the Brand will be known in the Asian region as the technology partner to go to market for people to be trained on technology and to be employed in countries around or region. This is no daydream as Ruban is definitely an entrepreneur to reckoned with, not only because he continues to achieve the improbable, but also because he is driven by a noble cause. He also was featured on the cover of The Edge (Personal Money section) and BFM radio talk show.





PHILIPP LAHM

"THE MAGIC DWARF"

By **ain Mc**

In a glittering career with Germany and Bayern Munich, he has won 18 major honours and captained his country to success at the 2014 World Cup. Philipp Lahm is indeed one of the greatest players in German football history.

A great player with heart, passion and character, Lahm was 11 years old when he joined Bayern Munich. He arrived at Säbener Strasse full of enthusiasm and with the diminutive attacking midfielder Mehmet Scholl as his hero. The only problem was that Lahm soon found himself playing at full-back. The youngster had to rethink, he had to adapt. "I quickly realised that I couldn't have Mehmet as my role model any more," he once said, "so I changed it to Paolo Maldini instead."

Quick-thinking and versatile; Lahm at 11 and Lahm at 30. Nothing and everything has changed. His ability to adapt remains but, whereas back then he was an ambitious young man, now he stands on the verge of greatness.

A win for Germany had allowed Lahm to join such luminaries as Diego Maradona, Franz Beckenbauer and Lothar Matthäus on the list of only 20 World Cup-winning captains. Lahm's extraordinary versatility makes him a dream player for any manager. Is he perfect? Possibly. We recently had the once in a lifetime opportunity to personally delve into the life of this amazing footballer and a very reserved of a remarkably talented man, it has been quiet a journey.

The Early Years

Lahm grew up next to the football ground of FT Gern, a football club in western Munich. His mother has been a youth leader at this club and along with his grandfather, father and uncle who were active players. When a kindergarten friend asked him to join for training, his parents of course gave him their blessing. He was five and that was the beginning of his football career.

"By the age of 10, scouts from Bayern and 1860 Munich came to see me play, but I preferred to stay with my childhood friends at FT Gern. One year later Bayern Munich invited me to a match to be one of the ball boys - a clever move as it was a huge experience for an 11-year-old boy. So I made my mind up and after a trial session I decided to play for FC Bayern. That's how my story began." Lahm shares.



"I GREW UP NEXT TO THE **FOOTBALL GROUND OF** FT GERN. A FOOTBALL **CLUB IN WESTERN** MUNICH. MY MOTHER HAS **BEEN A YOUTH LEADER** AT THIS CLUB AND MY **GRANDFATHER. FATHER** AND UNCLE WERE ACTIVE PLAYERS. SO WHEN A KINDERGARTEN FRIEND **ASKED ME TO JOIN** TRAINING. MY PARENTS OF COURSE GAVE ME THEIR OKAY, THAT WAS AT THE AGE OF FIVE AND THE BEGINNING OF MY

FOOTBALL CAREER.

Known to be a guiet man who is very private when it comes to his personal life. Lahm admitted to having his family, parents and grandparents as his strongest influence throughout his illustrious career. Lahm believes in assuming social responsibility within a community is important and could be fun; inserting that values and family environment was the strong basis for overall Germany's Talisman

Winning the world title has crowned Lahm an outstanding career, apart from having a vast experience in the football world. Lahm has been granted a great start to life as he claimed getting support all along his road to success as a professional footballer.

"I feel very lucky as I am part of a generation that could experience a great development in football referring to infrastructure and the education and trainings system. I was member of the German national team for ten years and could celebrate the World Cup as team captain in 2014. At the same time I could make my individual contribution to success by taking responsibility step by step at my home club, Bayern Munich. It is great and

exciting to be part of a club that now has one of the world's most successful football teams and has become a professional and international acting company over the last decade."

Lahm went on to play 113 times for Germany, taking over the captaincy from Michael Ballack in 2010 to lead the team in South Africa where they were beaten by the eventual winners Spain in the semi-finals.

Lahm was a consummate performer for the national team. His consistency once led former Bayern youth coach Hermann Gerland to remark, "Philipp never played a bad game for me. He is incapable of playing badly." His performances with Germany only lend validity to this

Lahm made his international debut on February 18, 2004, at only 20 years of age. He went on to perform admirably in an otherwise disastrous tournament for Germany at Euro 2004. Many pundits considered his performances the only positive take away from Germany's failure to advance beyond the group stage.





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Following his assured displays at that tournament, injuries forced the full back to miss more than a year of international football before the 2006 World Cup in Germany.

Jurgen Klinsmann was not worried by Lahm's lack of competitive action, making him the first choice left back throughout the tournament. Lahm rewarded his coach's faith by playing all 690 minutes, something no German had ever done before, during Germany's thrilling run to third place.

He was elected to the FIFA Team of the Tournament and scored one of the best goals of the competition.

Lahm then played every minute of the 2010 World Cup qualifying campaign, and he was chosen to captain Germany at the 2010 World Cup, becoming the youngest German player to ever do so. Germany again won third place. He also scored in the quarter-finals of Euro 2012, helping Germany into the semis. After helping Germany win the 2014 World Cup, Lahm retired with 113 international caps and 5 goals.

Lahm appeared in six major tournaments for Germany and played remarkably well in each. His technical ability, consistency and footballing brain have been highly praised recently.

Pep Guardiola, his manager at Bayern Munich, declared that "Philipp Lahm is perhaps the most intelligent player I have ever trained in my career. He is at another level." Coming from a man who managed Lionel Messi, Xavi and Andres Iniesta, this is a compliment of the highest order.

Upon his retirement, German manager Joachim Loew said, "he was always a central and very important figure to talk to, with whom we were able to discuss our ideas. Thanks to his intelligence and his versatility, he has been playing at the very top level for many years and he is a world-class player."

Essentially, Lahm is irreplaceable. He was basically a player-coach with Germany, able to play anywhere, to realize any strategy and to make everyone around him better. No one in the German squad can come close to fulfilling the gapping hole he's left.

When asked why he decided to retire from the national team, Lahm explained,



"What better time to end my international career than with a World Cup? It is hardly possible to find the right words to describe my feelings in this outstanding moment even two years after. I had made the decision to finish my national team career long time before the tournament, regardless of the result. So I am very happy and very thankful for this special end. It was the perfect finish after ten wonderful years. And I have never regretted this step."

Despite that, Philipp Lahm's early retirement still continue to haunt Germany.

The Ongoing Greatness

The World Cup-winning former Germany skipper has made close to 500 appearances in all competitions for Bayern since making his debut in 2002-03, winning eight Bundesliga titles, seven DFB Pokals and one Champions League in the process.

Being dubbed as the perfect captain for Bayern by the manager itself, Lahm is seemingly an epitome of brilliance in the club that holds such high reputations in their performances.

An active member of the club for more than twenty years, Lahm could imagine staying as a club official. But

it is not a priority in his mind as he is now focusingon his current tasks for the club on the pitch.

Being branded as one of the greatest players of his generation, Lahm had his own definition of "the best player". He felt that it is hardly possible to name a single one as there are many great players in the history of football.

"Just thinking about my home club and the German national team, there is more than one outstanding player with big talent and great personality in each generation. And it is the same for every other football nation. I don't think you can have one person who is the world's best player as football is a team sport and you should not compare goalkeeper with midfielder or striker with defender. And it is the same for players of different generations."

Apart from that, Lahm also strongly believes that football is definitely the sport that brings everyone together, despite the differences everyone in the world share.

Lahm explains that sport is an extremely important part of all-round education. It reinforces social values



and can have a very positive impact on children and young people. Participating in sports activities teaches them to think and behave in ways that can become life-long assets.

"When enthusiasm for sport is directed and guided through qualified training, young people can acquire decisive values and life-skills: self-confidence, team spirit, fair play, integration, discipline, respect and cooperation," elaborates Lahm.

It's unfortunate that for the neutral, Euro 2016 could've served as an event with which to genuinely appreciate the genius of this Germany's little wizard. PepGuardiola has done a lot to draw attention to the attributes of the world's finest full-back, but his particular brilliance may now only be realized by the struggles Germany recently had in France at Euro 2016. May the nation find their second Lahm and regain back their momentum as we hear them chanting "Ole, Ole, Ole, Super Deutschland, Ole"!









ROAD TO RIO

SPORTS

EVENTS 42 306

COUNTRIES

They are coming from every corner of the world, from all ethnicities, all religions and all social backgrounds. On August 5th, more than 10,000 athletes from 206 countries will begin competing in Rio de Janeiro for the biggest prize in sport an Olympic medal. The lucky few will go home clutching one or even more of the medals. But the Olympic Games is about more than podiums, medal ceremonies and national anthems. It is the world's single greatest celebration of human achievement and endeavour, of the diversity of our cultures and of the goals and dreams we all share.

Rio 2016 celebrates the diversity of the thousands of athletes who will be sharing the athletes' village this August, from all the five continents represented by the Olympic rings, and including a special team of 10 stateless refugees.At a time when divisions

between different peoples and countries seem ever more apparent, the Rio 2016 Olympic Games will be an important reminder of the hopes and dreams that we all have in common.

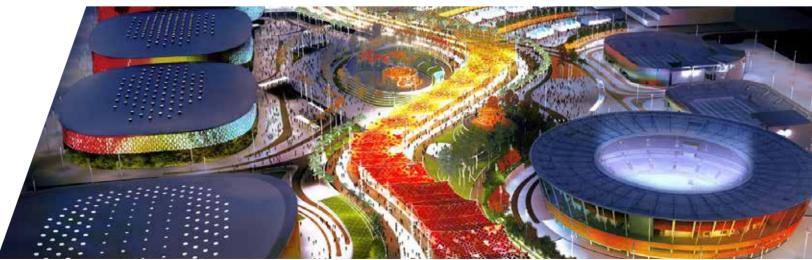
The 31st Olympiad

The 2016 Summer Olympics, to be held in Rio de Janeiro, Brazil, from August 5 to 21, 2016, will be the 31st Olympiad. It is the first time a South American city has hosted the world's biggest multi-sport event. There will be 306 events in 28 sports. The opening and closing ceremonies will be held at the Maracana

The Rio 2016 games will provide the best possible environment for peak performances. The competition venues will be clustered in four zones - Barra, Copacabana, Deodoro and Maracanã - and

connected by a high-performance transport ring. Nearly half of the athletes will be able to reach their venues in less than 10 minutes, and almost 75 per cent will do so in less than 25 minutes. Of the 34 competition venues, of which 18 are already operational, eight will undergo some permanent works, seven will be totally temporary and nine are being constructed as permanent legacy venues.

The Rio Games will also celebrate and showcase sport, thanks to the city's stunning setting and a desire to lift event presentation to new heights. At the same time, Rio 2016 will be an opportunity to deliver the broader aspirations for the long-term future of the city, region and country – an opportunity to hasten the transformation of Rio de Janeiro into an even greater global city.





World-Class Partners

The Olympic Games are one of the most effective international marketing platforms in the world, reaching billions of people in over 200 countries and territories throughout the world. Support from the business community is crucial to the staging of the Games and the operations of every organisation within the Olympic Movement.

Revenue generated by commercial partnerships accounts for more than 40% of Olympic revenues and partners provide vital technical services and product support to the whole of the Olympic Family. Let's check out some of the main partners of the 2016 Olympics!



• Coca Cola Keeps the Flame Alive Across Brazil

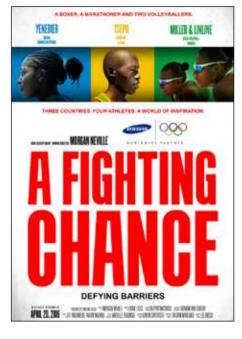
Coca-Cola is the longest standing partner of the Olympic Movement. The company has supported each edition of the Games since those in 1928 in Amsterdam, providing refreshments to the athletes, officials and spectators at the Olympic Games. Since 1992 and over the past two decades, it has been responsible for presenting the Olympic Torch Relay, taking it to over 42 countries, inspiring millions of people on the various routes.

As a partner of every National Olympic Committee and its delegation, Coca-Cola has launched several initiatives and programmes, including most recently Olympic Moves, to promote the spirit of the Games among consumers in the host cities and across the world.

The company became a full member of the TOP Programme in 1986, with exclusive rights in the non-alcoholics beverages category. In 2005, Coca-Cola and

the IOC announced the renewal of their partnership for an unprecedented 12 years, which continues their association up to 2020.

Coca-Cola: "We are experiencing an incredible adventure across the whole of Brazil, visiting the most beautiful places and telling stories to inspire Brazilians as we travel. We are making them aware of our mini-packs, distributing 1.3 million of them along the way. From the start to the finish, we shall be engaging with millions of teenagers, encouraging them to spend some time with the torch and Coca-Cola, with the hashtags #thatsgold, #issoeouro."



• Samsung Sponsors Olympic Games Documentary on Rio 2016 'Unknowns'

Long-running Olympics sponsor Samsung will be sponsoring a documentary in the run-up to the games about four hopefuls from developing nations.

Called "A Fighting Chance", the documentary follows marathon runner Tsepo Mathibelle, from Lesotho in southern Africa; beach volleyball players Miller Pata and Linline Matauatu from Vanautu, a South Pacific island; and boxer Yenebier Guillen Benitez, from the Dominican Republic.

All four have faced severe challenges in competing, variously having to support their entire families, lacking the right nutrients for training and battling gender stereotypes.

"Samsung is in a unique position to tell the untold stories of these athletes because we live the same dreams of being extraordinary and pushing limits to achieve the impossible.

"As a dedicated Olympian partner, we believe that this film will captivate the world in the lead up to the Rio 2016 Olympic Games, fueling the Olympic movement overall and shining a spotlight on athletes and countries that many fans would have never known before"



• McDonalds's Friends Will Win Campaign

It all began in 1968 when McDonald's airlifted hamburgers to U.S. athletes in Grenoble, France, who were homesick for McDonald's food. Ever since, McDonald's has served millions of athletes, their coaches, families and fans during various Olympic Games.

For the first time ever, McDonald's is rewarding kids from around the world with a once-in-a-lifetime opportunity to be in the Opening Ceremony of the Olympic Games. These ambassadors will be led by some of the world's all-time greatest Olympians and their children.

The McDonald's Olympics Kids Program will celebrate the spirit of friendship which is a key value of the Olympic Games and include kids from around the world who embody the spirit of friendship.



THE SHINING STARS

With thousands of athletes from over 200 nations competing across more than 300 events in 28 sports. determining which athlete will win what contest is always a gamble, and every Olympics has had its fair share of surprises and upsets. But there are some names that outshine the rest and also a favourite to win. Check out these people that we highlighted!



Dafne Schippers, Netherlands

A world-class heptathlete from her junior years, in 2014 Schippers made a sensational transition to sprinting, going on to win the 200m world title in Beijing in 2015. The versatile Dutch athlete is now gearing up for Rio, where she will put her electric pace to the test in the 100m and 200m.



Neymar Jr., Brazil

Aiming to end Brazil's wait for Olympic football gold, Neymar is one of the finest players in the world today. He will be the star act in a Brazil side that is heading to Rio with designs on winning the one major trophy that still eludes the great footballing nation.



Majlinda Kelmendi, Kosovo

The Kosovar judoka has swept all before her in the women's 52kg category in recent years, winning two world titles and three European crowns since 2013. The undisputed world no. 1, she is now aiming to add Olympic gold to her impressive record. She is definitely the very firm favourite to win gold in her category and secure Kosovo its maiden Olympic title.



The Refugee Team

Ten refugee athletes will act as a symbol of hope for refugees worldwide and bring global attention to the magnitude of the refugee crisis when they take part in the Olympic Games Rio 2016 this summer. This will be a symbol of hope for all the refugees in our world, and will make the world better aware of the magnitude of this crisis. It is also a signal to the international community that refugees are our fellow human beings and are an enrichment to society. These refugee athletes will show the world that despite the unimaginable tragedies that they have faced, anyone can contribute to society through their talent, skills and strength of the human spirit.



Serena Williams, United States

Serena Williams cemented her dominance of women's tennis by winning singles and doubles gold at London 2012, taking her total of Olympic titles to four, and she will be hoping for further glory at Rio 2016. She is definitely all set for her title defences.



And so the quest for an Olympic hat-trick begins. Known as "Super Dan", Lin Dan has won all there is to win in the sport of badminton and is now focusing on a third consecutive Olympic singles title. You can count on him to bring a medal home.



all time. Usain Bolt is determined to outdo himself at Rio 2016 and is gunning for "triple triple" at Rio. In between winning his first Olympic 100m title at Beijing 2008 and his 11th world gold - in the 4x100m relay in the Chinese capital seven years later - Usain Bolt pocketed another 15 Olympic and world championship gold medals. In the process he became the greatest sprinter the world has ever seen, reprising his signature "Shh" gesture and "Lightning Bolt" celebration pose at arenas all over the world.



The Tennis Favourites

Switzerland and Spain announced their teams for the Games and the star names rolled off the tongue. Roger Federer, Martina Hingis and Rafael Nadal were among those confirmed for the competition.

Federer, who will be leading a sixstrong Swiss team, is in contention for an unprecedented Olympic triple, competing in the men's singles, men's doubles with Stan Warwinka and mixed doubles alongside Hingis. Whilst the flag bearer Rafael Nadal will lead Spanish efforts in Brazil by also playing in three events. He's set to play doubles with Marc Lopez, and is tentatively scheduled for mixed doubles with Roland Garros champion Garbine Muguruza.



Olympian of all time, swimmer Michael Phelps has come out of retirement at the age of 30 in a bid to add to his stunning medal record. Serving notice that he still has what it takes, the American legend then swam the fastest 200m individual medley, 100m butterfly and 200m butterfly times of the year at the 2015 US National Championships. Rio 2016 will be the fifth Olympics of Phelps' stellar career, though he is adamant they will also be his last.

AUGUST - SEPTEMBER '16 #ISSUE35

History

Malaysia first participated at the Olympic Games in 1964 and has sent athletes to compete in every Summer Olympic Games since then, except when Malaysia participated in the American-led boycott of the 1980 Summer Olympics.

The Federation of Malaya (now the states comprising West Malaysia) competed as Malaya (MAL) in the 1956 and 1960 Games. The present day state of Sabah sent an independent team to the 1956 Games as North Borneo, and Singapore also competed at the Olympics from 1948 to 1960. After these British colonies formed an independent Malaysia in 1963, the nation competed under that name for the first time at the 1964 Summer Olympics. Singapore would subsequently regain independence from Malaysia in 1965 and compete once again as Singapore from 1968 onwards.

In the history of the Olympic Games, Malaysia has won 6 medals, which is a bit more than the median number of medals won across all medal winning countries (12). Malaysia has participated in 12 Olympic games, averaging 0.5 medals each Olympic. Malaysia's current worldwide rank is 79th.

MALAYSIA IN OLYMPICS

ATHLETES



Khairul Anuar Mohamad (archery)

Khairul participated in the 2011 FITA Archery World Cup Stage 4 in Shanghai, China in what was only his third international tournament. He became the first Malaysian to ever win a medal at an individual World Cup event when he was defeated in the finals of the men's individual recurve event by American Joe Fanchin.



Azizulhasni Awang (track cycling)

Track cyclist Azizulhasni Awang has a proud record from his last two Olympic campaigns - qualifying for both keirin and sprint individual events. And he does not want things to be any different at this year's edition in Rio de Janeiro, of course.



Nauraj Singh Randhawa (athletics)

The athlete from Johor, who went to Australia in January, broke the national record to emerge victorious in the Singapore Open Athletics Championships at the National Stadium and qualified for Rio. He soared to a personal best of 2.29m to better the eight-year national record by two centimetres and equal the Rio Olympics qualifying mark.



Johnathan Wong Guangjie (shooting)



Fatehah Mustapa (track cycling)



Mohd Hafifi Mansor (weightlifting)



Welson Sim (swimming)



Khairulnizam Mohd Afendy (sailing)



Nur Shazrin Mohd Latif (sailing)



Lee Chong Wei (men's singles)



Tee Jing Yi (women's singles)



Goh V Shem (men's doubles)



Goh Liu Ying

(mixed doubles)

(women's doubles) (women's doubles)



Chan Peng Soon (mixed doubles)





Cheong Jun Hoong Wendy No Yan Yee



Ooi Tze Liang



Nur Dhabitah Sabri

 Malaysian divers qualified for the following individual spots and synchronized teams at the Olympics through the 2015 FINA World Championships and the 2016 FINA World Cup series. Two more divers have been selected through the 2015 Asian Diving Cup.

Olympics' Trivia

First Timers

Nur Shazrin Mohd Latif, who is also the reigning SEA Games champion, will be the first Malaysian female sailor to compete in the Olympics and incidentally, making it Malaysia's first time sending two sailors to the Games. On the other hand, Welson Sim is the first Malaysian swimmer to qualify for the Olympics under category A while Johnathan Wong is the first Malaysian shooter to qualify in his category.

It's the also the first time that Malaysia will be playing in all five events for badminton at the Olympic Games.

A Malaysian referee was selected to officiate at Rio Olympics

Sometimes referees don't get as much recognition as they should but Malaysia's Rita Ghani deserves a shoutout after being selected as one of two women referees from Asia—the other being North Korea's Ri Hyang-ok-to officiate at the Olympic football tournament come August. It should also be mentioned that she was the first woman official to represent Malaysia at the FIFA Women's World Cup in Canada last

Yuna is one of the five artists to sing the Olympics song

US-based Malaysian singersongwriter Yuna is on a roll as she recently revealed that she, along with Grammy winner Lenny Kravitz from the US, Diogo Nogueira from Brazil, Nneka from Nigeria and Corrine Bailey Rae from the UK, was chosen to record the 2016 Olympics promotional song, 'The Fire' which was originally performed by The Roots and John Legend. The question is: Does that mean she'll be performing at the opening ceremony come 4 August?



Dato' Sieh Kok Chi

Assistant Secretary General of the Olympic Council of Malaysia (OCM)

nown as "Mr OCM", Dato' Sieh Kok Chi was the Secretary-General of the Olympic Council of Malaysia (OCM) for 25 years. He first joined the council back in 1992 and now holds the position as the Assistant Secretary General. With his credentials and wealth of knowledge in sports, Sieh plays an important role in the council in its mission to promote and develop Malaysian sports.

During the 1960-1970s, the former civil engineer and athlete represented Malaysia where he won three South-East Asia Peninsular Games (Kuala Lumpur in 1965, Bangkok in 1967 and Yangon in 1969) silver medals in water polo before retiring at the age of 32. He then assumed administrative roles and served the Selangor Amateur Swimming Association (1971-1974) and Amateur Swimming Union of Malaysia (1975-1982) as secretary.

Upon retiring, Sieh works full time in the field of sports where he was previously with the National Sports Council of Malaysia as an advisor in the Hosting Policies and Organisation of Games. He recently sat down with us where he shared his outlook on the upcoming Olympic Games to be held at Rio. Brazil.

What are your hopes for our representatives in Olympics 2016?

At present we have 31 athletes representing Malaysia in archery, swimming, diving, open water swimming, track cycling, athletics and badminton but we are hoping by end of qualification, we would have more representatives.

My prediction will be for Lee Chong Wei in badminton, Azizulhasni Awang in cycling, Pandelela Rinong in diving and Khairul Anuar Mohamad in archery – these are our best chances at winning gold for Malaysia.

How has Malaysia's performance been like over the years?

We did not win any medals up to 1992 when badminton was first introduced at the Olympic Games in Barcelona. That year, Razif Sidek won our first gold medal and Jalani Sidek won bronze medal, since then we have been winning medals in badminton for every Olympic Games except in 2004. I'm proud to say that we have not missed in bringing back medals at every Olympic Games and this year included.

What is the role of Olympic Council of Malaysia in preparing the athletes for Olympic Games 2016?

For every multisport games such as Olympic Games, Asean Games or Commonwealth Games, our role is to select the teams and send them over to the hosting countries. Once the games and dates are fixed, we submit the entries and proceed to the selection process. For Olympic Games, the selection process is slightly different as compared to the others. Athletes must meet the standards set by the international federation to qualify unlike Commonwealth Games and Southeast Asean Games, whereby we set the standards.

As for the preparation, our athletes go through a yearlong training where they prepare for all other championships throughout the year. It is an ongoing and continuous process. As they compete in other events, they train and raise their standards. If they improve and meet the standards, we will allow them to qualify for the Olympic Games.

What are your views on the challenges in regards to the Olympics being held in Rio.

The most important thing in organizing an Olympic Games is the initial planning and the concept. To me, the right way in organizing a major event like this is to oversee every single detail of the development plan. The key is to not build a stadium just for the Games because what happens after it finishes is also important. The government and the organizing committee must discuss and plan way ahead on the infrastructure. If it is not

properly planned, it will end up being a 'white elephant' which is a real danger for the country.

In the case of Rio, in my view, they have done their best in the planning process but due to the global economy downturn, it has affected them. So in this case, it is best for them to use the existing facilities as much as possible and only build additional ones that are really needed such as temporary stadiums that can be demolished after the Games. The problem Rio is now facing, aside from economic downturn is the time factor in preparing for the Games. Although, all this shall not affect the athletes, as all of them are seasoned athletes and they are well prepared.

Any wise words of encouragement for the youth to partake in sports and bring the country's name internationally

Winning at the Olympic Games and the World Championship is an ultimate achievement for every professional athlete. Just like in your studies, the process is the same, you must have the dedication and you set a certain target as your drive. Although not everyone can be an Olympian but it doesn't mean you should stop playing sports. Sports is part of your life, so I would say it is good for everybody to participate in sports and if they have the talent, dedication and ambition to be a world champion, then they should pursue it. Some of them are very talented but they do not have the ambition to be a world champion due to the sacrifices that needs to be made but this shouldn't prevent them from trying. The most important thing is for every athlete to decide what they really want and have a balance, as this is the key for success. We need thinking athletes who can decide for themselves what they really want and then pursue their ambition and aspire to achieve.



WE WISH ALL MALAYSIAN OLYMPIANS ALL THE BEST! MAY OUR COUNTRY'S FLAG FLY HIGH AT RIO. WE'RE ROOTING FOR YOU!

"RISE UP AND BE THE BEST YOU CAN BE BECAUSE YOUR COUNTRY IS WAITING FOR YOU."



Dubbed as the most decorated Olympian of all time, Michael Phelps' name is far from foreign in the sporting world. Progressing from teen sensation in Sydney to bona fide phenomenon in Athens, he is now a living Olympic legend with a peerless record of gold medals. Let's take a look at this answers to our Top 10 ahead of the upcoming Rio 2016!

How did you start getting involved in swimming?

I grew up around the pool with my sisters. Both of my sisters swam. I was always there. So I thought, why not? My mom put us in the water for water safety, so we were comfortable in the water in case anything ever happened. I learned that way, and started liking it more and more.

You were diagnosed with ADHD since small. Has swimming helped you in this?

It helped me relax. I felt comfortable in the water. I was in my own world, focused. I love sports and I'm a very goal-oriented person. Once I started falling in love with sports, it was easy. I was able to put my mind on something and go for it. That's how I am with everything, it doesn't matter what it is that I do. If I want to do something, nothing will stand in my way.

Have you ever felt like quitting? And if yes, what kept you in it?

Oh, oftentimes I did feel like quitting. Well my mom would ask me "Are you sure that's the best decision?" And I'd think, think, think. And I'd realize that actually it wasn't the best decision. At a very young age, I wrote down the goals that I had so I could always see what I wanted to accomplish. And I would look at that goal sheet and think "I still want to do this." So I'd decide "I'm not quitting."

How do you handle disappointments?

They probably help me more. I don't like to lose. If I fail, I ask myself, "What can I do to make sure that doesn't happen again?"

What do you tell youngsters that are discouraged, haven't found that passion yet or is struggling in school?

I have had extreme ups and downs. The biggest thing I learned after I broke my wrist is to never give up. Nothing in life will ever come easy. It depends on how you deal with those obstacles and how you overcome those obstacles. If you can overcome them, you're a stronger person. If you make mistakes along the way, as long as you never make that same mistake again, you're a successful person.

When you were growing up, how did your mom help you balance swimming with school?

My mom instilled in me at a very early age how important education was and how that came first. I couldn't go play sports if we didn't get everything else



done -- and I love sports. I'd go from the swimming pool to school then back to the swimming pool; come home and do my homework. I'm kind of a creature of habit. Once I get used to doing things, it's like second nature.

Growing up, who is your role model and whom do you aspire to be?

Everyone was comparing me to Mark Spitz. But for me – I still say this a lot – it was never about beating Mark Spitz. It was about becoming the first Michael Phelps, not the second Mark Spitz. And that's truly what I always dreamt of as a kid. I dreamt of doing something that no one had ever done before.

Can you tell us the difference in your swimming style now as compared to when you first started?

I can't handle the pounding I could when I was a kid. But it's been really exciting to not swim in exactly the same way. Change is good. I don't want to say it's been easier, but it kind of has been, because it's more enjoyable.

Besides Rio, your next big thing is the birth of your new born baby. How do you feel about it?

I am honestly nervous about how to handle my new responsibilities, but I'm also confident it would be one of the greatest experiences of my life. We'll see.

What can people expect from you in Rio 2016?

I'm 30 years old and swimming almost faster than I ever have before. My only goal for the Rio Olympics is to retire without regrets—something I clearly wasn't ready to do in 2012.

W WIRTGEN GROUP



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No. 12A, JALAN MANDOLIN 33/5, SEKSYEN 33, 40400 SHAH ALAM, SELANGOR DARUL EHSAN. MALAYSIA

(Sales & Admin Dept.) Tel: +6 03-5614 3761 / 62 Fax: +6 03-5614 3760 (Parts Dept.) Tel: +6 03-5614 3091 / 92 Fax: +6 03-5614 3093 (Service Dept.) Tel: +6 03-5614 3095 / 96 Fax: +6 03-5614 3094

Email: wirtgen.malaysia@wirtgen-group.com Website: www.wirtgen-group.com/malaysia



7 WAYS TO MAKE SEARCH RESULTS FOR YOUR BRAND NAME EXACTLY HOW YOU WANT THEM

BY JAYSON DEMERS FOUNDER AND CEO OF AUDIENCEBLOOM

Most search-engine optimizers focus on purely organic results, based around keywords related to your brand or industry. For example, if you're a marketing agency, you probably spend time optimizing for phrases like "online marketing agency."

The problem is, though, that by using such phrases, you're relying on search users who aren't already aware of your specific brand and are merely searching for the products or services you offer.

But what about the users who already know your brand? You want those people to see results that favor your brand and influence higher click-through and conversion rates, right? As an example, if you search for my company's name, AudienceBloom, you'll see several key features to aim for in a branded search:

•A strong headline and description. The first thing you'll note is the headline and description for the result, accurately and concisely describing the company

•Expanded sitelinks. Next, you'll see subsections in the search entry, with notable internal pages named.

•A Knowledge Graph entry. Off to the right, you'll see a box with information like the company's average rating. address and hours. This is from the Google Knowledge Graph and can be influenced, to some degree, by your on-site strategy.

•Other branded results. Below the main entry for the company's site, you'll see a number of peripheral results for its social media profiles and articles covering it.

All of these items are beneficial, because they provide more information to your users and present you as a greater authority in your industry.

With those features in mind as goals, here are some of

the ways you can improve your overall branded search visibility:

1. Distinctions and variables

First, you'll want to make sure your brand name is suitably mentioned throughout your site. It helps to link mentions of that name to your home page, and to ensure that at least one link in your site-wide navigation leads back to the homepage. Additionally, make sure to optimize your brand name and company description in your title tags and meta descriptions throughout the site.

2. Expanded site links

Everyone wants bigger, badder expanded site links in search results. Unfortunately, the entire process behind expanded sitelinks is automated, not to mention variable, based on user queries. All you can do is set up your site navigation as thoroughly as possible, making sure that you include your most important pages in it, and write descriptive titles and meta descriptions for each.



From there, it's up to Google to decide whether it's worth offering expanded site links for search queries of your brand name. The more branded search traffic your brand has, the more likely expanded sitelinks will appear, so engaging in a content-marketing strategy to grow your brand can help here.

3. Social media profiles

Your social media profiles have a high likelihood of showing up in your branded-search results. Accordingly, vou'll want to claim all your major social media profiles (Facebook, Twitter, LinkedIn, Youtube, etc.) and fill in as much information on each of them as possible. Be sure to link to them from your website, and link from each of your social media profiles back to your website's home page.

4. Knowledge Graph entries.

The Knowledge Graph pulls information in from a number of sources, but, most prominently, from your own website. You can tell Google which information is most relevant, and categorize that information (such as your hours of operation) using structured markup; you can find a good guide for this at Schema.org. You'll also want to claim as many local citations as you can, through Yelp and other third-party directories, and optimize your space as much as possible with positive results. company's reviews -- more on that below, too.

5. Google reviews

Google reviews feature prominently in your Knowledge Graph entry (or in local results, depending on where vou're showing up), so you'll need to make sure yours are in good shape. The quantity and quality of your earned reviews may help you earn a boost in organic search rankings, but more importantly, these factors will help branded searchers decide whether or not your company is worth doing business with.

Encourage your top customers to leave detailed reviews from their Google accounts, and do what you can to remedy any bad reviews that crop up. Before you can get reviews, you'll need to set up and claim your profile on Google My Business, so if you haven't done so already, do it now

6. Branded articles

After your main site and social media profiles, there will still be room for other branded entries on page 1 of the search results. There's a chance some negative or unwanted results could appear here, so whether you're trying to suppress such results or just trying to prevent them from appearing in the future, you'll want to fill this

articles, which you can publish off-site. These include

press releases, interviews or any other opportunities you can imagine where you get to use your company's brand name in the headline -- that's absolutely key here.

7. Link to your most desirable results

Finally, build links to your favorite results -- the ones you want to boost to a position higher up the search results. Even results that are on page 2 or further down in the search results will get a boost as a result of more inbound links pointing to them. For help building links. see SEO Link Building: The Ultimate Step-by-Step Guide. You may also wish to build more links pointing to your most important main navigation pages, increasing the chance they'll be featured in your expanded sitelinks

With these strategies, you can practically guarantee that your online properties are the first to show up for any branded search, but more than that, you'll make sure your brand makes the best impression possible for new and returning searchers. You'll have more accurate descriptions, more plentiful information, higher click-through rates, higher conversion rates and fewer problems with online-reputation management. It's a powerful approach that you can't get any other way.

One of the best ways to do that is through branded This article was originally published on www. entrepreneur.com.

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BY GERALD CHUAH

These quaint restaurants which attract both the expat and local community have inspired James Rotheram, 38, the founder of Hurrah! Productions — a production house specialising in video based content production to create The Minute List (theminutelist.com), Singapore's first video-driven bar & restaurant guide. The unique website which went "live" on March 2, 2016 gives consumers the chance to watch one-minute videos of the city's most popular restaurants, bars and cafes, with short video reviews of the outlet, interviews with chefs, and picture gallery; besides a booking platform, where they can get in touch with various establishments directly to make their reservations.

Rotheram said The Minute List has shot more than 30 restaurants and that's just the tip of the iceberg! "There's plenty of such restaurants in Singapore with each of them serving everything from Molecular Gastronomy to Cantonese cuisine. Our objective with the Minute List is to complement existing dining guides by providing engaging video content, based on recommendations by the people in the industry. After all, who better to sell a restaurant experience than its chef?

"Regular customers of these restaurants are usually within the age range of 25-40, and the demographic changes with the different kind of cuisine found in these restaurants. and because of that, it's inevitable for these restaurants to achieve some form of publicity with varied reviews," he added.

Originally from London, Rotheram has settled in Singapore for more than 10 years. "I moved here because of the business opportunities that lies within this industry and it helps that Singapore has a good infrastructure for businesses."

So, does The Minute List help to answer the basic questions by walk-in diners hunting for gastronomic adventures? Rotheram answered: "As seen on most videos on The Minute List, there are plenty of shots showing the food being served, the ambience of the restaurant, and the chefs or bartenders themselves talking about the concept of the restaurant. That allows for consumers to have a feel of what the place is like before making a reservation at the restaurant."

THEMINUTELIST.COM

THE FIRST VIDEO-DRIVEN, CURATED BAR & RESTAURANT GUIDE IN SINGAPORE, BY THE PEOPLE WHO LIVE AND BREATHE FOOD, DRINKS, AND COFFEE IN THE CITY.

SINGAPORE IS A COUNTRY THAT LIKES FOOD. DINING IN SMALL RESTAURANTS IS A COMMON THING AROUND HERE AND IS AN EMERGING TREND. BEING A MULTI-CULTURAL COUNTRY OBSESSED WITH FOOD, IT'S A NATURAL THING FOR THESE COZY FOOD CORNERS TO POP UP, SERVING SOMETHING NEW. THERE ARE PLENTY OF SUCH RESTAURANTS LOCATED AT THE OUTSKIRTS OF THE CBD AND AREAS SUCH AS KEONG SAIK ROAD, DUXTON HILL AND AMOY STREET WHERE YOU CAN FIND THESE RESTAURANTS. TYPICALLY HOUSED IN RENOVATED SHOP-HOUSES.

In this Q&A, Rotheram explains in more details about The Minute List and the inspiration behind it.

1: The Minute List sounds like an interesting concept, how did it begin?

The idea came about after spending too much of my time on platforms with only written content and many varied reviews when it comes to food and drinks. I thought that an impartial platform with video instead of copy, using recommendations from the people that live and breathe the subject was a far better approach. The name Minute List is a direct reference to what we're trying to do-which is to curate a list of restaurants and bars with a minutelong video each to show the audience what the bar or restaurant is about. Being a production house for video based content, we are fully aware of how much more powerful video content can be as compared to copies. With it being a highly visual medium, it captures more attention and it's a perfect chance for consumers to get a better feel of the bar or restaurant with the mixologists or head chefs introducing it.

2: How's the response to the website so far?

We're pretty pleased at the response so far considering there are still plenty of restaurants, bars and cafes to be added to the list. We've also introduced the Chef's Table Experience, an exclusive series of events where consumers can sign up and dine at their favourite Minute List restaurants with the respective head chef's giving them an intimate experience. We've seen the potential in products like theminutelist.com, which helps us realise the power of good digital content. We'd like to look at expanding this model across Asia – particularly in some really cool, and up and coming regions.

Future expansion plans will include teaming up with partners to extend the offering beyond a booking system, as well as opportunities for commercial sponsors and advertisers

3: Who runs these restaurants, and what are the popular food choices available?

There's a good mix of locals and expatriates running restaurants here in Singapore, both of which fully embrace where they come from and it shows in the food. That makes a very interesting experience for consumers.

There's an eclectic mix of food choices here, which varies from heartland dishes like chicken rice to western dishes such as risottos and burgers. The popular ones have a legion of die-hard followers who are happy to revisit the restaurant, and as loyal as they are to the places they love, they aren't afraid to shun establishments that aren't up to their standards.

4: What are the criteria for being featured on The Minute List?

The Minute List works by recommendation only, with each venue being nominated by someone in the industry. We speak to chefs, bartenders and baristas, which means every restaurant featured is a place where chefs like to eat, every bar is a watering hole for bartenders, and every café is where baristas get their coffee from. Once the venue is nominated, it will receive a one-minute film that includes an interview with its head chef, bartender or barista, as well as a catalogue of photos and social media support. The videos are designed to give a quick glimpse into the ambience and offerings of the outlet, as well as an insight into the inspiration and menus. The result is an authentic, up-to-the minute, insider experience for both those who live in Singapore, and those visiting the city.

5: Tell us more about Hurrah Productions, and some of its projects.

Founded in 2008, Hurrah! Productions, located at Hong Kong Street in Singapore, is one of Asia's leading TV and digital content agencies which make films that people want to watch. We have worked with fantastic clients like Volvo, National Geographic and the History Channel, filming everything from documentaries to TVCs, and has won some lofty awards including Silver Cannes Lion Award 2015, A Golden Tripod at the 2011 ACS Awards, a Bronze Clio Award 2015, the Moscars of 2013, and Best Editing (& Nominated Best Film) at the Singapore Short Film Festival 2015.

For more information about The Minute List, contact Nabeel Harith.

email: nabeel@wcommunications.sg or Tel:+65 9825 6267.

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THE ECONOMIC IMPACT OF 'BREXIT'

A REPORT BY CAPITAL ECONOMICS FOR WOODFORD INVESTMENT MANAGEMENT

The question of how Brexit will affect the UK economy is one of the crucial issues now that Britain has voted to leave the EU. The fall in sterling, the slide in stock markets and the freeze in investment are all indications that the short-term impact will be serious.

A referendum is due to be held before the end of 2017 but it looks increasingly likely that it will occur before the end of 2016. The latest opinion polls suggest an extremely tight vote but this could easily change due to, for example, another escalation in the Greek crisis, further rises in net migration from Europe or an escalation of the refugee crisis. In addition, the nature and extent of any renegotiation of the terms of British

membership could also be important in determining the referendum outcome.

The report covers the economic impacts of the most important elements of the Brexit debate.

Immigration

Annual net migration from Europe has more than doubled since 2012, reaching 183,000 in March 2015. Immigration from the European Union is currently boosting the workforce by around 0.5% a year. This has helped support the economy's ability to grow without pushing up wage growth and inflation, keeping interest rates lower for longer.

Whether the United Kingdom gains any powers to restrict immigration from Europe will depend on its future relationship with the European Union. If Britain wanted to retain full access to the single market, it may have to keep the free movement of labour between the United Kingdom and the Union. But this is unlikely. Policy is far more likely to change to restrict the number of low skilled workers entering the country and shift towards attracting more highly skilled workers. This would be a potential headache for low-wage sectors heavily dependent on migrant labour, such as agriculture, but could benefit other sectors with a shortage of highly skilled labour. Overall, policy would shift to be more specifically designed for Britain's migration requirements.



In addition, falling tariffs, the decline in unilateral free trade policy. Non-European Union



countries may find negotiating with Britain easier and quicker than dealing with the European Union's bureaucratic machine, as Switzerland has shown.

The production sectors in the economy face a more uncertain outcome than services. The range of potential outcomes is more variable as production sectors are more dependent on whether or not the United Kingdom agrees a trading agreement with the European Union and the nature of any such agreement. The possibility of tariffs on goods exports to the European Union gives greater downside potential, while the opportunity to open up trade

with other countries or to increase the sector's competitiveness through greater competition or cheaper inputs gives it more upside potential.

Contrary to the claims of many authors and commentators, it is probable that the impacts of Brexit on trade would be relatively small. Moreover, it is certainly possible that leaving the European Union would leave the external sector better off in the long run, if Britain could use its new found freedom to negotiate its own trading arrangements to good effect.



Trade and manufacturing

Official trade statistics show that the European Union is the destination for about half of all British goods exports. The trading links are bigger if the countries that the United Kingdom trades freely with are included because they have a free trade agreement with the European Union. These agreements mean that 63% of Britain's goods exports are linked to European Union membership.

It is highly probable that a favourable trade agreement would be reached after Brexit as there are advantages for both sides in continuing a close commercial arrangement. But the worstcase scenario, in which Britain faces tariffs under 'most-favoured nation' rules, is certainly no disaster. Exporters would face some additional costs, such as complying with the European Union's rules of origin, if they were outside the single market. However, these factors would be an inconvenience rather than a major barrier to trade. In addition, fears that exporters would be left high and dry the day after the Brexit vote are unfounded. Under the Lisbon Treaty, a country leaving the European Union has 2 years in which to negotiate a withdrawal agreement.

manufacturing and Europe's diminishing importance in the global economy mean that even the absence of a trade deal with the European Union would hurt the United Kingdom's overall exports materially. The benefits of being in the European Union are smaller than they were a few decades ago, when a Brexit would have been a far bigger deal. However, the effects will vary across sectors. Brexit would give Britain a crucial opportunity by allowing it to broker its own trade deals with non-European Union countries: indeed Britain could even have a

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Financial services and the City

Financial services have more to lose immediately after a European Union exit than most other sectors of the economy. Even in the best case, in which passporting rights were preserved, the United Kingdom would still lose influence over the single market's rules. The City would probably be hurt in the short term, but it would not spell disaster. The City's competitive advantage is founded on more than just unfettered access to the single market. A European Union exit would enable the United Kingdom to broker trade deals with emerging markets that could pay dividends for the financial services sector in the long run.

Foreign investment

Concerns about a drying up of foreign direct investment if Britain votes to leave the European Union are somewhat overblown. Access to the single market is not the only reason that firms invest in Britain. Other advantages to investing here should ensure that foreign firms continue to want a foothold in the country. It is likely Britain would remain a haven for foreign direct investment flows even if it was outside of the European Union. Of course, a period of weak foreign direct investment inflows can be seen as the United Kingdom's new relationship is renegotiated. However, if Britain is able to obtain favourable terms, then foreign direct investment would probably recoup this lost ground.

Public sector

The British government could save about £10billion per year on its contributions to the European Union's budget if the country left the bloc. This figure could be higher if either the British rebate was to be threatened in the years ahead or Brexit was to result in overall faster economic growth.

On the other hand, a little economic disruption and lower migration as a result of Brexit could offset these savings. The government might also continue to make some contributions to the union if it wanted to preserve single market access, it might need to compensate sectors of the economy and specific regions that currently benefit from European Union handouts and it may have to sacrifice customs duties income to strike new trade deals with countries outside Europe.

Brexit is expected to benefit the public finances, but not to a huge degree.







Consumption and property market

It seems clear that the City is the part of the British property market that has most to lose if the United Kingdom opts to leave the European Union. It is certainly possible to tell a story in which the damage done could be considerable, but the role of the financial services sector in holding up the property market is probably overstated, leading us to believe that any negative impacts will be small, certainly at a macroeconomic level.

It is anticipated that the impacts on the property market overall and on aggregate consumption in the economy will be limited. In the case of the latter, they may well be positive due to beneficial effects from independent policymaking on immigration, trade and regulation, as well as savings to the exchequer (which may then be disbursed in the form of lower taxes).

Overall

Although the impact of Brexit on the British economy is uncertain, it is highly doubted that Britain's long-term economic outlook hinges on it. Things have changed a lot since 1973, when joining the European Economic Community was a big deal for the United Kingdom. There are arguably much more important issues now, such as whether productivity will recover. The shortfall in British productivity relative to its pre-crisis trend is still over 10%, so regaining that lost ground would offset even the most negative of estimates of Brexit on the economy. Based on assessing the evidence, it can be concluded that the more extreme claims made about the costs and benefits of Brexit for

the British economy are wide of the mark and lacking in evidential bases. It is plausible that Brexit could have a modest negative impact on growth and job creation. But it is slightly more plausible that the net impacts will be modestly positive. This is a strong conclusion when compared with some studies.

There are potential net benefits in the areas of a more tailored immigration policy, the freedom to make trade deals, moderately lower levels of regulation and savings to the public purse. In each of these areas, we do not believe that the benefits of Brexit would be huge, but they are likely to be positive.

Meanwhile, costs in terms of financial services, foreign direct investment and impacts on London property markets are more likely to be short-term and there are longer-term opportunities from Brexit even in these areas.

It is not likely that any particular region or regions of the country would be more adversely affected by Brexit than the country overall. Likewise, there is support for the notion that Brexit would benefit some sectors more than others, but the range of outcomes for production / manufacturing industries is probably wider than for services.

The United Kingdom's economic prospects are good whether inside or outside the European Union. Britain has pulled ahead of the European Union in recent years, and it is expected that gap to widen over the next few years regardless of whether Brexit occurs.

IMMIGRATION

Net migration has more than doubled to 183,000 a year since 3013. Migrants boost the UKs workforce by 0.5% a year.

HE TOWN ! I WAS AND AND AND AND !! I WAS !!

RADE

Each year the EU is the destination of about half of all British goods exports EU tariffs for manufacturing goods have more than halved since the 1990s.



REGULATION

Red tape on EUS 100 most expensive legislations costs £35th a year. There were \$2,000 legislations made by EU members between 2000-13.



FINANCIAL SERVICES AND THE CITY

Exports of financial services to the EU was £19.4on in 2013 (latest figures).

Loss of passporting rights could see those exports have to around £10hn.



FOREIGN INVESTMENT

The EU accounted for 46% of the UK's stock of inward investment in 2013, 28%. UK's share of all investment into Europe in 2014.



PUBLIC SECTOR

Armual cost of EU membership to the UKs public finances is £10,40n. EU migrants contributed £20on to the UKs public finances between 2001-11.



PROPERTY MARKET

City property values estimated to fall by up to 15% on Brexit. Scientific and technical services sector account for 50% of Londons office-based ion creation.



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95 **BRAND** SPEAKS



GETTING EMERGING MARKET BRANDS

TO THE WORLD STAGE

By MARTIN ROLL

Transferability of core brand propositions, deep understanding of local markets and the ability to celebrate their origins and legacy are key factors that will influence the success of emerging market brands on the global stage.

Indian brands are at an inflexion point. Indian society is going through a rapid technology-driven transformation which is significantly influencing consumer needs and preferences and the role of brands. At the same time, considerable global opportunities are emerging for Indian companies. To leverage these opposing forces Indian brands are having to constantly balance the need to stay locally relevant while increasing their alobal attractiveness.

Big Indian brands have been active in venturing outside their homeland. Tata has acquired firms in Europe and of fast moving consumer goods (FMCG) have also preferred an acquisition-led strategy, but found that this often impedes the installation of strong Indian brands on the world stage. For example, FMCG major Emami Ltd recently announced it would develop a new

"power brand" for its expansion into markets in West Asia, South-East Asia and Africa, instead of investing in one of its existing four power brands.

The rules of their expansion game are changing rapidly. While in the past it was India's industrial giants which expanded through acquisitions, the Indian firms currently experiencing the most rapid overseas growth are technology-driven. Take for example world-renowned firms such as Flipkart and Paytm in the ecommerce space, OlaCabs in the ondemand transportation space, Snapdeal as an online marketplace and Zomato in the online restaurant search and discovery space.

For traditional Indian industries, the common platform for firms to get visibility in global markets was to tap into the Indian diaspora. This didn't entail much of BhartiAirtel has done so in Africa. Indian manufacturers an expansion strategy or significant budgets. But to compete with digital upstarts today more needs to be

Embracing India Inc.

The disparity in the approach and mindset towards

global expansion between technology-enabled and traditional brands in India points towards deeper factors at play. Even with latent demand and crosscategory opportunities to leverage, Indian brands have failed to expand globally. This can be attributed to a lack of discipline, lack of patience and the absence of a concrete global expansion strategy.

To successfully ride the globalisation wave and establish strong credentials in external markets, Indian brands in non-technology industries should consider following three core principles:

Transferability of brand propositions: The brand proposition is the most critical element of a brand's identity. In many instances it is a bundle of solutions that the brand offers or simply the unique selling proposition (USP). One of the key drivers of success in becoming a global brand is to have a proposition that has a wide appeal and relevance. Local adaptations are always required to strengthen the brand's appeal but the core proposition does not change. Indian brands need to have this transferability of propositions to be successful in alobal markets.



The majority of the global brands that have been successful in India have adapted their international propositions for the Indian market. P&G's local adaptation and innovation strategy to drive the success of Gillette shavers is an oftenquoted case study. Honda Motorcycles and Scooters India (HMSI) has just introduced its NAVI (New Additional Value for India) model, where it will conduct the whole R&D process in India (from concept evaluation to commercial production). But the models that will emerge out of this NAVI model will still be sold under the Honda brand names' core propositions.

To successfully venture out globally, Indian brands need to have the creative strength and commercial capabilities to transfer their core brand propositions to external markets.

Deep understanding of target overseas markets: The success of a brand at a global stage these days cannot be solely driven by the strength of a brand name. Markets are more complex and dynamic than ever before and brands need a deep understanding of multiple factors. Any brand that has a physical presence needs a strategic understanding and plan for sourcing, manufacturing and distribution in a target market. Depending on its business model and the organisation's values, brands either work with strong partners or they slowly develop their own infrastructure. The need to have best in class sourcing and distribution assets in place is, in many instances, a prerequisite for overseas acquisitions.

Global luxury houses are increasingly taking back the controls of their individual country operations after entering the country via a joint venture or collaboration.

This is a strategy that Indian brands can adopt for overseas expansion as it mitigates a lot of the high risk of setup initially but still allows strong control over brand development. Across Asia, regional expansion strategies are driven by tie-ups and collaboration with local market experts. Even in India, although sometimes it is driven by regulations, tie-ups with established local partners are not a new phenomenon. The Starbucks-TATA joint venture is a great example of this. Starbucks has been able to successfully transfer its core brand proposition into the Indian market, while TATA has assisted in terms of growth and real estate strategy.

Celebrating and communicating the Indian heritage: This third element of a successful global expansion strategy for Indian brands is the hardest (but of equal importance). To be successful in any market, Indian brands need to bring with them the celebration, distinctiveness and deep cultural legacy. It is an unfortunate, but necessary, task to overcome perceptions that global consumers have of different countries and the brands originating from them. China's long journey on this path continues. India has started on this journey but there is still work to be done to establish a really compelling story for brands emanating out of the country.

Opportunities for global success are ripe for Indian brands. To successfully implement any of the three principles outlined above, Indian brands need to have a disciplined approach towards creation, implementation and management of their global strategies. It makes complete sense to be slow and careful in initial expansion strategies.

"TO SUCCESSFULLY **VENTURE OUT GLOBALLY, INDIAN BRANDS NEED** TO HAVE THE CREATIVE STRENGTH AND **COMMERCIAL CAPABILITIES** TO TRANSFER THEIR CORE **BRAND PROPOSITIONS TO EXTERNAL MARKETS"**

but the ability to develop and leverage their heritage. staying true to their brands and scaling them with care will enable sustainable overseas expansion.

Martin Roll is a business & brand strategist, and the founder of Martin Roll Company. He provides advisory and quidance on leadership, strategy and execution, and how to build and sustain high performing, enduring brand-driven businesses and global, marketing-oriented organisations. Martin Roll has an MBA from INSEAD ('99D) and is the author of Asian Brand Strategy. You can follow him on Twitter @MartinRoll

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10 YEARS OF TWITTER

RY **NNNN MC**

The Brief History

Exactly a decade ago on 21 March 2006, popular microblogging site, Twitter was born. It was then known as 'Twttr', and was just another way to connect with friends instantly. Twitter is an online social networking service that enables users to send and read short 140-character messages called "tweets". Registered users can read and post tweets, but those who are unregistered can only read them. Users access Twitter through the website interface, SMS or mobile device app.

Twitter was the brainchild of Jack Dorsey, an undergraduate student at New York university at the time, along with Evan Williams, Biz Stone and Noah Glass. Launched in July 2006, he introduced the idea of using an SMS service to communicate with a small group of people. Twitter Inc. is based in San Francisco and has more than 25 offices around the world. It has grown enormously with more than 300 million monthly

active users globally and over 500 million tweets sent daily. In 2013, it was one of the ten most-visited websites and has been described as "the SMS of the Internet". As of March 2016, Twitter has more than 310 million monthly active users.

The Classical 140-character Limit

At one point, you may have questioned "Why we can only Tweet 140 characters?". The reason for such a specific limitation is Twitter was originally designed as a SMS mobile phone-based platform. 140 characters was the limit that mobile carriers imposed with SMS protocol standard. Twitter eventually grew into a web platform and the 140-character limit remained. Think of it as a creative constraint.

The Continuing Innovation

More than any other tech company, Twitter was invented by its users. That's no slight against the engineers and

designers who actually built the thing. The early users came up with a lot of suggestions such as: having conversations with other users, coming together around a single keyword, amplifying messages to a broader audience. And so came the reply @, credited to Robert Andersen. The hashtag #, suggested by Chris Messina. The retweet, first proposed by Eric Rice. Each of these ideas came from an everyday user, and they led Twitter further from the idea of a service used to broadcast status. For years the writing prompt inside the tweet composer asked, "what are you doing?" But as users chose to answer a different, un-asked question, Twitter changed the prompt to what's going on?

It's just to say that what we think of as Twitter — that 24/7 torrent of news and entertainment, millions of people taking measure of the global heartbeat daily — came from us. And on the service's 10th birthday, it feels like something very much worth celebrating.

Most Followed Twitter Account

JUSTIN BIEBER



Followers: **33,728,223**Following: **123,772**

Tweets: **20,670**

LADY GAGA



Following: **136,596**

Tweets: **2,618**

KATY PERRY



Followers: **31,770,196** Following: **118**

Tweets: **4,490**

RIHANNA



Followers: **28,075,095** Following: **913**

Tweets: **7,378**

BARACK OBAMA

Followers: **26,582,547**

Following: **666,532**

Tweets: **8,414**



1. As mentioned above, the First Tweet was sent by the social network's inventor back in 2006. Posted by Dorsey at 9:50 pm PST on 21 March 2006, it simply read "just setting up my twittr"



2. Caitlyn Jenner's Vanity Fair cover shoot last year helped her take the title for the Fastest ever time to reach one million followers on Twitter, with her new account stratospherically rising from 0 to 1,000,000 in an incredible four hours and three minutes.



3. The record for Most tweets per minute was set during Germany's victory over Argentina during the 2014 World Cup.



4. The Most used hashtag in 24 hours on Twitter was #AlDubEBTamangPanahon, with 40,706,392 uses from 24 October 2015 - 25 October 2015. AlDub is the collective term for a celebrity couple based in the Philippines that appear on the variety show Eat Bulaga!



5. One of the most famous celebrity pictures of recent times, Ellen DeGeneres' 'Oscars selfie' is also officially the Most retweeted message in the site's history. The informal snap of Hollywood royalty including Brad Pitt, Julia Roberts and Meryl Streep at the 86th Academy Awards had gained over 2.6 million retweets by 15.00 GMT the following morning.

Coming Soon on Twitter

In the coming months Twitter will make changes to simplify Tweets including what counts toward your 140 characters. Here's what will change:

- Replies: When replying to a Tweet, @names will no longer count toward the 140-character count. This will make having conversations on Twitter easier and more straightforward, no more penny-pinching your words to ensure they reach the whole group.
- Media attachments: When you add attachments like photos, GIFs, videos, polls, or Quote Tweets, that media will no longer count as characters within your Tweet. More room for words!
- Retweet and Quote Tweet yourself: We'll be enabling the Retweet button on your own Tweets, so you can easily Retweet or Quote Tweet yourself when you want to share a new reflection or feel like a really good one went unnoticed.
- Goodbye, .@: These changes will help simplify the rules around Tweets that start with a username. New Tweets that begin with a username will reach all your followers. (That means you'll no longer have to use the ".@" convention, which people currently use to broadcast Tweets broadly.) If you want a reply to be seen by all your followers, you will be able to Retweet it to signal that you intend for it to be viewed more broadly.

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WAY MORE THAN JUST SHOES

BY **NIKI WONG**

ike, Inc., headquartered in Beaverton, Oregon, is the largest and most successful brand of shoes, sports equipment, clothing, and controlling more than 60 per cent of the market and becoming a pop culture icon. Very few people and even fewer brands have managed to become synonymous with pop culture in the 20th century. But in the last few decades, Nike has become a Titan of the sporting world, as well as part of the daily lives of millions of people everywhere.

Nike was previously known as Blue Ribbon Sports (RBS) founded in 1964 by Phil Knight and Bill Bowerman. Phil Knight was a middle distance runner hailing from Portland who trained under track and field coach Bill Bowerman. Bowerman was looking for ways to enhance his student's performance and tried improving their shoes in his free time. The legendary University of Oregon track and field coach once said, "If you have a body, you are an athlete." He was known as a teacher who showed athletes the secrets to achievement.

He tried many different combinations but they were not very successful. In the meantime his student Phil Knight went on to complete his MBA in Finance from Stanford University. There he wrote an assignment suggesting the manufacturing of shoes in Japan which would help retailers compete with the well-established German brands.

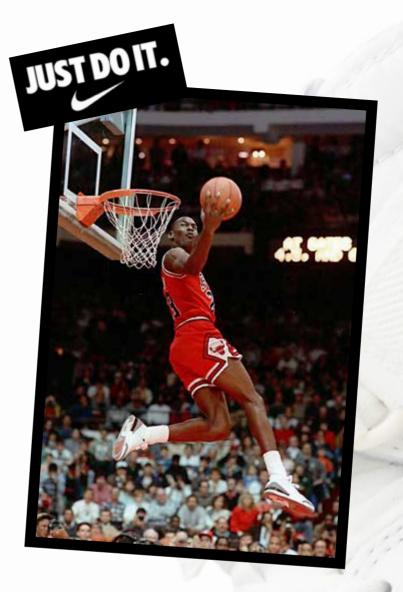
His suggestions fell on deaf years so he himself decided to import shoes from Japan and sell them in his local area. He tried to sell his initial stock of shoes to his previous coach Bowerman but he was interested to join him and so they decided to become equal partners. Though the business started slow, by 1965 sales had reached an impressive \$20,000.

The Success Story

As their business was established by now they tried to launch their own line of shoes. After years of struggle, in 1971 they came up with lighter weight training shoes that had an outsole with waffle-type nubs for traction. The first Nike shoes were made inside a waffle iron. Bowerman's

first eureka moment for footwear innovation came in 1971 when he and his wife were making waffles for breakfast: it sparked an idea for a grooved pattern on the sole of trainers to help athletes grip running tracks. It spawned the "Nike Waffle Trainer," which was patented in 1974 (at the expense of his wife Barbara's waffle iron), Nike explains on its press site. They debuted their training shoes in the 1972 U.S. Track & Field Trials.

Their first brand ambassador was Steve Prefontaine, who during his college career from 1969 to 1972 set seven American records from the 2,000m to the 10,000m. Soon they launched the Nike Air technology in 1979. This was able to further strengthen their status as a successful competitor to the competition that existed. The growth that Nike experienced was tremendous during this stage which leads them to go for Initial Public Offering by the end of 1980. Soon their brand had grown very popular with the fitness affecinidos. And by 1982 they had become the No.1 supplier for athletic/training shoes in America.





LOGO EVOLUTION





1972





1964

1

3

Present

'Just Do It'

Nike's brand logo 'Swoosh' and tagline 'Just Do It' had become a commonly recognisable symbol in the American households. 'Just Do It' is Nike's well-known trademark and one of the core components of Nike's brand. The slogan was coined in 1988 at an advertising agency meeting. The founder of Wieden+Kennedy agency, Dan Wieden credits the inspiration for his "Just Do It" Nike slogan to American criminal Gary Gilmore's last words. Today, the slogan resonates with just about anyone. It connects with individuals universally, allowing anyone and everyone to come up with their own interpretation. It creates a relationship between the brand and its fans. This mantra moved from the fitness world to everyday life, becoming a personal mantra for whatever life may throw your way.

In 1985, they went on to design signature shoes for an NBA rookie named Michael Jordan and his increasing popularity took Nike's sales to break new records. Despite the fact that he has stopped playing professionally since 2003, Michael Jordan still reportedly earns \$60 million annually in royalties from Nike each year, according to Forbes. That makes him the athlete with — by far — the biggest Nike endorsement deal.

Soon Nike moved in to designing apparel and other cross-training accessories. They signed various international teams like the Brazil football team, U.S. men's and

women's soccer team. In 1996, again they signed up a rookie golfer Tiger Woods for a sum of \$5 million per year. And the rest as they say is history.

Milestones

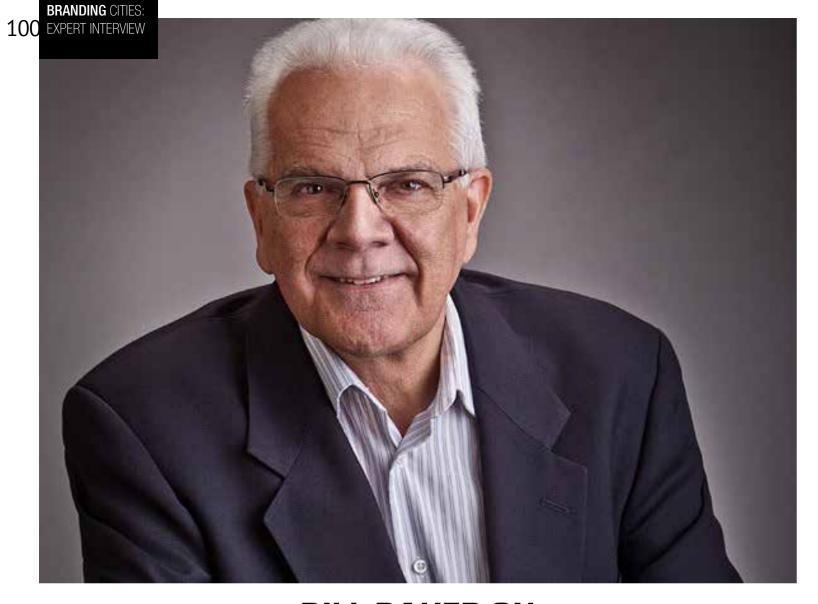
Over the years, Nike kept launching new editions of their landmark training shoes. They developed Nike Shox in 2000 which was very well-recieved worldwide. Today Nike is a vast empire which encorporates various sports like tennis, baseball, soccer, cricket and athletics.

Bowerman's desire for finding a better solution and Phil Knight's business innovation have led to making Nike one of the most profitable and recognisable companies on the planet. In 2012, its annual revenue was more than \$24 billion.

Nike acquired companies on its way to success, and they've also sold off most of them. One such company is Umbro. Today, Nike has two subsidiaries, Converse Inc. and Hurley International. Nike sponsors several football, tennis and basketball players. They also have a special line of shoes for athletes.

Nike employs more than 44,000 people and its brand alone is valued at nearly \$10 billion. Nike's success has been the result of the constant innovation and timely investments that have resulted in Nike making profits worth hundreds of million dollars every year.

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BILL BAKER ON DESTINATION BRANDING FOR SMALL CITIES

lace branding expert and consultant Bill Baker is one of very few in the industry who really don't need much of an introduction. He is a Chief Strategist for Total Destination Marketing and is internationally respected as an author, speaker and for his pioneer work in branding places of all sizes – from nations to small cities. He has more than 30 years destination branding and marketing experience in 25

Why did you write Destination So much of our everyda and building the capacing how good our deliveration branding and marketing experience in 25

More recently, the Portland, Oregon-based destination branding veteran with roots in Australia has found himself on a mission to simplify issues related to the branding of places. No wonder Bill Baker's book Destination Branding for Small Cities (now in its second edition) has been an Amazon bestseller in its category for years.

Why did you write Destination Branding for Small Cities?

So much of our everyday work has always been education and building the capacity of our clients. It doesn't matter how good our deliverables may be, if the client's staff, Board, committee members, partners and stakeholders don't understand what it is and how to use it, then there's a big chance it will fail.

Back in 2006 I noticed that there was considerable misunderstanding in regard to the branding of places and felt that we had to start addressing it. One of our guiding principles at TDM is to always work at simplifying the concepts, processes and actions that are needed for the successful branding of places.

Which are the key insights from the book?

It's important for everyone to be aware of what branding is, and isn't. Successful and sustainable brands are built from the inside out and that starts from the earliest days of the project through outreach and engagement. Among the most important insights I tried to convey in the book is that this is about developing a strategic toolkit and that brand management is more about focus, differentiation and prioritization than taglines and advertising campaigns.

I tried to provide practical information that can be quickly put to use. To aid this there are quite a few tools that have proven effective, as well as checklists and techniques to help strengthen outcomes at various points.



As a practitioner, what fascinates you about the place branding topic?

I have been actively engaged in destination branding and marketing for more than 30 years. During that time, particularly with my work for Australia, we were using many of the principles of branding, without really recognizing them. We never used the term "branding". It all seemed like the responsible and most effective thing to be doing.

The term "destination branding" didn't emerge until the mid-Nineties. After marketing Australia around the world and learning from some of the best, I returned to my real passion: working with small cities and regions. This enabled me to start applying many of the concepts and techniques used at a national level and employ them at a local level.

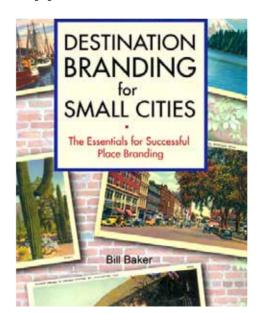
I also started fusing many of the principles of tourism planning and community development with the concepts we employed in the international marketing of Australia. Today, it's great to share ideas with my colleagues around the world who are constantly refining and adopting the principles of branding to places of all sizes.

As place branding consultant, which are the main challenges?

There can be many challenges, but communicating to clients that branding is strategic with broad benefits and not simply about a logo and tagline is constant. This combined with competing against aggressive salespeople representing agencies that themselves do not understand place branding but shower unsuspecting place marketers with overblown promises of Nike-like brand awareness, or dazzle them with advertising and design examples.

While the client may be swayed by these "bright shiny objects", very few of them have ever actually run a full page advertisement and so can end up totally missing the point of what branding is about.

The sad reality is that the results of the attempted branding exercise don't gain traction, the work is placed in the bottom drawer and nobody can speak about branding for another decade. Other challenges can include risk-averse leadership, political interference and not successfully managing the brand after its roll out.



combined with competing against aggressive salespeople representing agencies that themselves do not understand particularly well? Do you have any examples of place branding done particularly well?

Firstly, I must preface my comments by saying that place branding can be a perilous journey. Some places do a great job with defining their brand identity, but soon falter or fail when it comes to implementation, sustaining unity and consistently following the strategy. Others are unable to sustain the leadership, funding, personnel and enthusiasm needed to succeed. Success should really relate to whether the location was able to achieve its original objectives and whether it was able to establish the foundation for long-term performance improvements. Invariably this has to relate to focus, differentiation and prioritization.

For many it is about whether they can get their main players onto the same page, build deeper understanding of branding and provide the strategic framework for improved return on investment (ROI) from marketing and product development.

Do you think place branding can support environmental and social goals?

Definitely. Sustainability should embrace economic, social and environmental principles. In theory it should be a fundamental strategic and operational consideration for all place brands, but in reality it is often something that slips between the cracks.

To truly adopt sustainability takes a holistic approach across all governments, organizations and residents in a location. Very often achieving this is beyond the political and corporate influence of the project leadership team to foster the degree of cross-community unity, cooperation and commitments required.

This article was originally published on www.placebrandobserver.com

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MEGA TINY

The Future of Phone Cases is Here

Finding a stranger to take a shot of you and your loved ones can be awkward, and let's face it – those selfie sticks just aren't for everyone. That's where the Anti-Gravity iPhone 6/6S Case comes in, revolutionizing the way you capture life's important moments, keep up with loved ones, prepare meals and more.

Reason to Buy: Your iPhone is precious, and precious things deserve to be taken care of. This is exactly what vou need!





https://megatinycorp.com



A World Without Language Barriers

Being lost in translation has happened to everyone while traveling, even us, and that's exactly how the idea was born. Pilot; is the world's first smart earpiece which translates between users speaking different languages. Using the latest technologies in speech recognition, machine translation and the advances of wearable technology, our smart earpiece allows wearers to speak different languages but still clearly understand each other. Simply put, when one person speaks, the other hears it in their language.

Reason to Buy: The gadget is indeed straight out of science fiction. What better reason to own it could it be?







Translating to Hindi



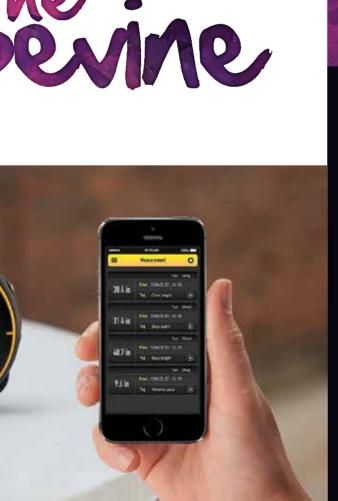
The World's Smartest Tape Measure

Bagel is the only tape measure you will ever need. With three different measuring modes, Bagel lets you measure just about anything. It is so easy to use! Select one mode from three different measuring modes, take a measurement, then click the save button to save your data. You can also choose to add a voice memo that describes what you measured. As soon as you connect Bagel to its mobile app, this voice recording will be automatically converted into text and tagged to your measurement.

> **Reason to Buy:** It's about time that we stop trying so hard to read tiny numbers and markings on tape measures.









PebbleBee: Lost is Found

Remember the feeling when you've left your keys or bag behind and couldn't find them? There's no doubt about it, losing hurts. The new Pebblebee® Finder has completely changed the way you shuffle through your house looking for your misplaced keys, phone and other valuable items. Stop throwing away other trackers that only last a year with no replaceable battery. It's taken 4 long years of R&D, product development, and customer feedback to perfect the Pebblebee® Finder with it's long range, replaceable battery and beautiful design.

Reason to Buy: The hard part's done, what are you waiting for?!







0

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.

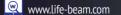


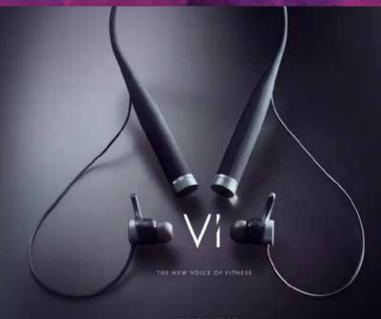
Vi – The New Voice of Fitness

A great trainer makes working out 10x more motivating, fun, and effective. That's why Vi is created—an evolving personal trainer who lives in bio-sensing earphones. Put Vi on and start a relationship with a friend for your fitness. Each day, Vi tracks you, gets smarter, and coaches you to real results. Vi will help you meet your weight goals, improve your running, cycling and training. Plus, enjoy your favorite music and talk on the phone without ever touching a single button.

Reason to Buy: With Vi, you'll always know: how fast to run, how far to go, how high to climb, how hard to push.







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Head Of Dance, National Academy Of Arts, Culture and Heritage (Aswara)

Merdeka was fun day, an expression of joy and exuberance through waving of flags, parades as a child. Today as a more mature citizen, Dr Joseph asks the question what it means to be free, historically from our colonial masters, or have I merely exchanged one master for others?

"As a citizen of Malaysia today, I am appalled by the lack of personal freedoms - the freedom to choose one's faith (and its expression), to choose who and how one loves, one's politics, etc. The level of "policing" in all aspects of life is invasive and it is building a society of fear, not of freedom," said Dr Joseph, who is also the Artistic Director/Choreographer at ADC Malaysia.

Describing himself as a "postcolonial scholar of dance", Dr Joseph has have spent the better part of the last two decades unfolding the layers of meaning of personal identity through dance, of national identity. He was instrumental in choreographing Lail Majnun, Tun Perak and the opening ceremony of the 16th Commonwealth Games in Kuala Lumpur.

These days, Dr Joseph is busy conducting workshops all across the country doing traditional dances and introducing it to more young Malaysians for free. He is also working towards the KL International Arts Festival 2016 in September, and looks forward to challenging himself on an international platform.

Among his Malaysian heroes is Ahmad Merican – a man who was there when they played the Negaraku for the first time on air, and created entertainment shows featuring the early Malaysian pioneers of dance. Dr Joseph also admires Dato Onn Jaafar for his integrity, charisma, passion and ideology.

"I hope for more works of greater and better quality, greater availability for funding for productions and investments in young artists, just as how it is investing in young athletes, as well as audience development. I really hope that arts is introduced to children from Primary School. For the nation, I pray for Peace, Harmony and Equality/ Meritocracy - a strive for excellence and begin to change the ethnocrentricity of the mindsets of Malaysians," he revealed.

Dancer, Choreographer, Tacilitator at The Actors Studio Academy, KPac

"Merdeka to me is not a day, but a philosophy. We went from one colonisation to another. For me, it's no longer a celebration, but just an advertised event. The celebration of the day should be done 365 days of the year. Why is not practiced but

For Lex, Merdeka was a big thing as he grew up. His father, who used to work in the army used to take him and his sister to Dataran Merdeka to see the parade. Being a nationalist was a quality engraved in the family. Reflecting on the current situation, Lex believes that we are, as a nation still separate.

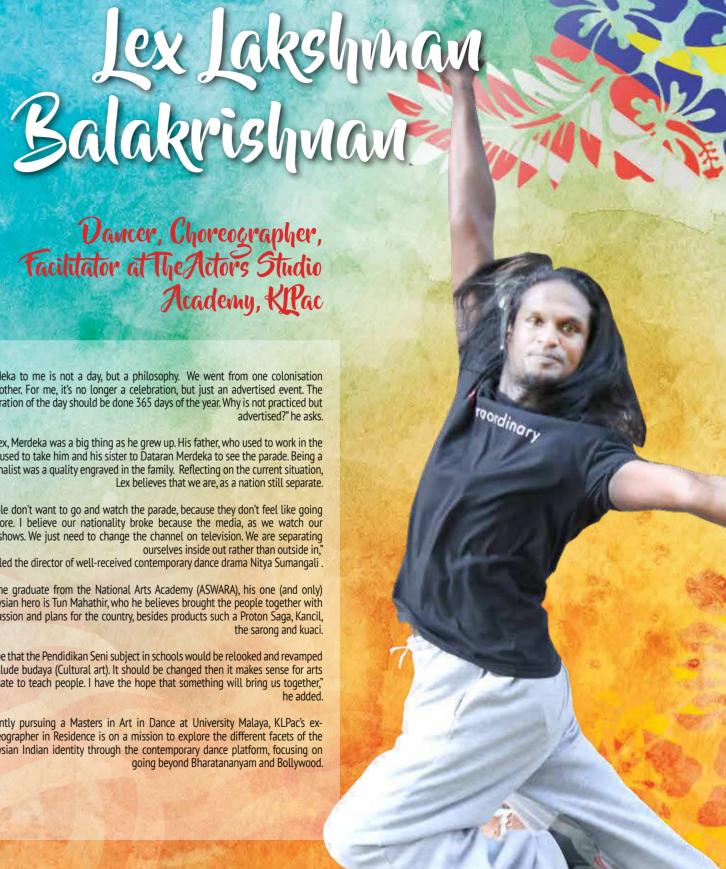
"People don't want to go and watch the parade, because they don't feel like going anymore. I believe our nationality broke because the media, as we watch our own shows. We just need to change the channel on television. We are separating ourselves inside out rather than outside in,

revealed the director of well-received contemporary dance drama Nitya Sumangali

For the graduate from the National Arts Academy (ASWARA), his one (and only) Malaysian hero is Tun Mahathir, who he believes brought the people together with his passion and plans for the country, besides products such a Proton Saga, Kancil, the sarong and kuaci.

"I hope that the Pendidikan Seni subject in schools would be relooked and revamped to include budaya (Cultural art). It should be changed then it makes sense for arts graduate to teach people. I have the hope that something will bring us together,"

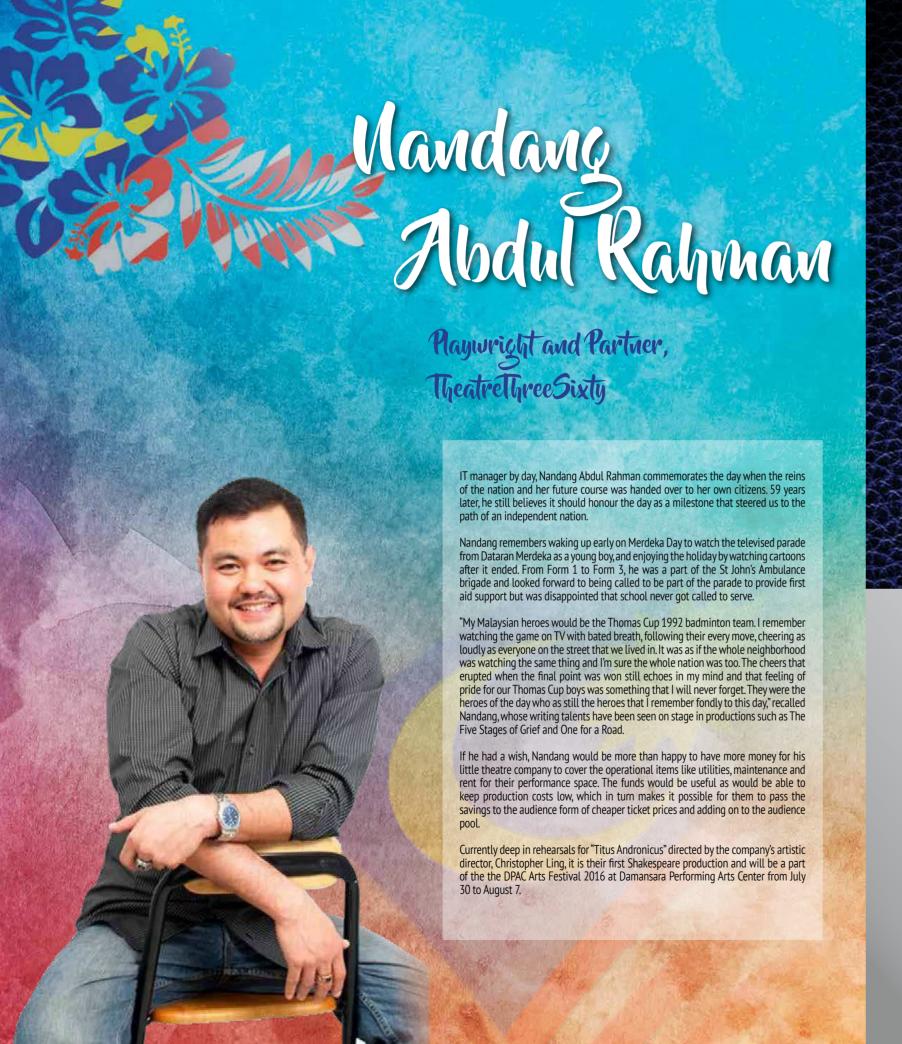
Presently pursuing a Masters in Art in Dance at University Malaya, KLPac's ex-Choreographer in Residence is on a mission to explore the different facets of the Malaysian Indian identity through the contemporary dance platform, focusing on going beyond Bharatananyam and Bollywood.













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THE CHINESE'S DISNEPLAND

BY IDA IBRAHIM

Walt Disney Co. opened Shanghai Disneyland, its first and Donald Duck and other Disney characters danced on one of China's most affluent regions. China's bullet train biggest theme park in mainland China, which is said to stage. become the planet's most visited Disneyland. Mainland China's first Walt Disney resort, spread over 4sq km at a cost of €5 billion, is carefully aimed at entertaining the swelling ranks of the middle class in the world's second-biggest economy. The theme park consists of six themed lands, a shopping district and almost 100 acres of gardens, lakes and parkland teeming with 2.4 million plants.

The opening of the theme park began with a lavish celebration on June 16 featuring Communist Party leaders, a children's choir, Sleeping Beauty and other Disney characters. Disney CEO Bob Iger was present to cut the grand opening's red ribbon, showing the ruling party's support for the \$5.5billion investment in promoting tourism at a time of slowing economic growth. They read letters of congratulations from the Chinese and American presidents, Xi Jinping and Barack

"This is one of the proudest and most exciting moments

The company hopes Shanghai Disneyland will burnish the brand behind "Frozen" in the world's most populous film market and help revive Disney's struggling international theme park business.

Analysts expect Shanghai Disneyland to become the world's most-visited theme park, attracting at least 15million and as many as 50million quests a year. By contrast. Walt Disney World drew 19.3 million people in 2014 and Hong Kong Disneyland, the smallest Disney theme park, attracted 6.8 million visitors last year.

Disney's opening follows a decade of negotiations, five years of construction and weeks of testing. Ider said more than 1 million visitors already have tried out its rides, shops, restaurants and two hotels.

"It would be safe to assume almost a million people have experienced the park," said Iger.

in the history of the Walt Disney Co.," Iger said after the choir sang. Later, actors dressed as Sleeping Beauty, living within three hours of the park by car or train in "I'm sure I will go again, maybe again and again," said

network can draw in areas further afield.

Disney's target is the country's upper middle class, which is forecast to double to 100 million by 2020, according to the Boston Consulting Group. The Chinese tourism industry represents US\$610 billion in spending in China and abroad, and the Chinese government predicts that it also will double by 2020. Despite slower growth in its economy, China is still one of the world's best-performing and tourism spending is rising.

YouGov, a market research firm, said 44 per cent of people it surveyed in China in May said they plan to visit Shanghai Disneyland within a year. It said 80 per cent plan to take family members.

"I think it's really lively here and every girl can realize her dream of becoming a princess," said Gong Haiyan, a visitor from western China's Sichuan province.

Wang Lei, 34, said she liked the park, despite long waits for some things.











Wang, a buyer for a Shanghai food chain. "I'll bring my kids and relatives from my hometown."

Chinese are not cutting back on tourism despite the weak For example, Disney added China-themed elements and economy, said Shaun Rein, managing director of China Market Research in Shanghai.

"They are still spending on experiences and on their kids," Rein said. "It's going to be a huge success. Everybody in China who has a kid or a grandkid is going to want to go to Shanghai Disney."

Like any Disney park there are shops everywhere, selling all kinds of Disney-branded goods, from Mickey Mouse ears to Jack Sparrow plastic swords. Most appeared to be Disney castle is topped with a traditional peony flower. merchandise you could pick up at any store, but there were a few Shanghai surprises, like Mickey and Minnie dressed in traditional red wedding gowns.

Global brands such as Disney are rushing to create products for Chinese tastes. After all, the most Chinese thing about the park is the visitors themselves. After intensive market studies, the resort was built to give consumers what they The park should generate some \$1.5 billion to \$4.5 billion

"We didn't build Disneyland in China, we built China's Disneyland," said Iger in an interview.

put the emphasis on popular characters at the Shanghai park, while downplaying its American identity. At the entrance, instead of "Main Street USA," it's "Mickey Avenue."

In addition to an emphasis on offering Chinese cuisine, the park has worked to incorporate traditional symbols and design elements. Near its iconic Storybook Castle, Disney created a "Garden of the Twelve Friends" using characters such as Remy from "Ratatouille" and Tigger from "Winnie the Pooh" as animals of the Chinese Zodiac-and the

Designers ever added more seating at restaurants after finding that Chinese guests linger longer over meals, and incorporated more live entertainment after realising that many Chinese patrons like those shows as well as - or better than – adrenaline-inducing rides.

a year in revenue, according to Drexel Hamilton analyst

Tony Wible. However, Disney's state-owned Chinese partner, the Shanghai Shendi (Group) Co. Ltd., which owns 57 per cent of the 7.5-square-kilometer (2.9-square-mile) park, will get the lion's share.

Disney's international parks in Paris, Hong Kong and Tokyo haven't made a profit in six of the past 10 years, Wible figures. So the main advantage of the huge park may be promotion of the brand and merchandise. Not to forget, Disney also has many inexperienced but ambitious competitors in China, where as many as 60 theme parks are under construction or being planned. This includes projects by Universal Parks & Resorts, Six Flags Entertainment and Dalian Wanda Group, one of China's biggest conglomerates.

Wanda Group opened a 20 billion yuan (\$3 billion) entertainment complex in the southern city of Nanchang in May and said it plans more. It bought Hollywood studio Legendary Entertainment in January, and Wanda founder Wang Jianlin, Asia's second-richest businessman, said he hopes to surpass Disney as the biggest global tourism company by 2020.

ANDLAUREATE • BUSI

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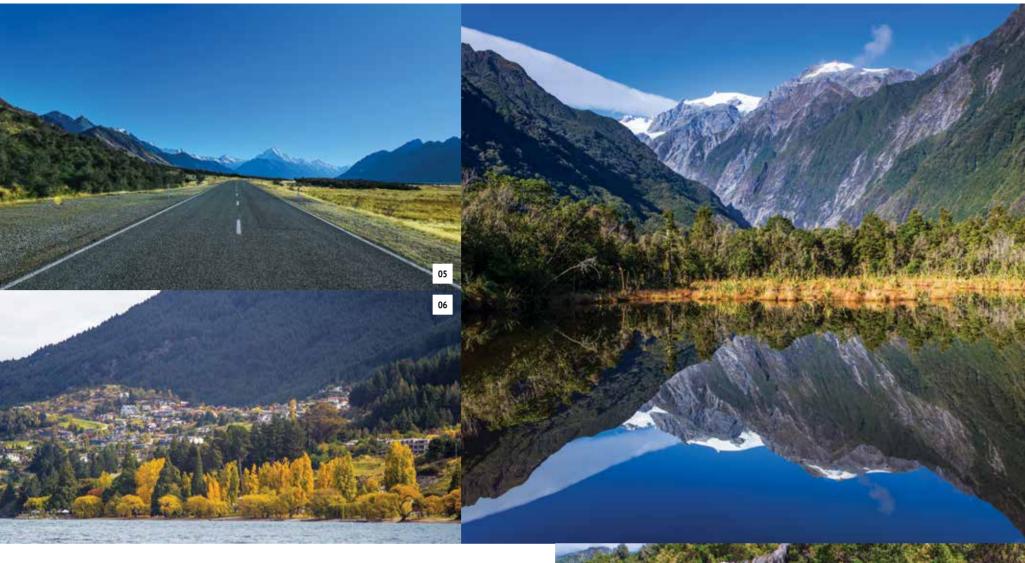


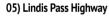


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The Lindis Pass area is New Zealand's best known tussock landscape and provides a stunning visual base for the glabackdrop for motorists and cyclists travelling along National Park. State Highway 8.

06) Queenstown

Framed by the aptly named Remarkables mountain range, the small town of Queenstown is nestled alongside the shimmering waters of Lake Wakatipu. It is the home of the ultimate adventure bucket list. There's skiing in the winter and activities such as bungy alpine backdrop of Mount Aspiring National Park. jumping, sky diving, canyon swinging, jet boating, horse trekking and river rafting all year round.

07) Milford Sound

Situated on the west coast of the South Island, Milford Sound is a fusion of spectacular natural features with Country. amazing visual cues around every corner. Boat cruises during the day or overnight – are an excellent way to experience the Sound.

The picturesque township of Te Anau is the main visitor base for the glacier-carved wilderness that is Fiordland

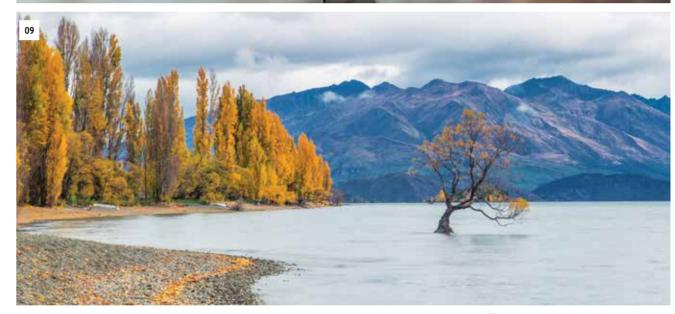
09) Lake Wanaka

Just 50 minutes' drive from Queenstown over the magnificent Crown Range road, Wanaka perfectly complements neighbouring Queenstown. Lake Wanaka is known as the world's first protected 'lifestyle reserve'. It is a beautiful year-round destination, set against the

10) Franz Josef Holiday Park
Franz Josef Holiday Park is one of the best camping
grounds on the South Island, which is located in Franz Josef Glacier, an ideal location to explore Glacier









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BRAND QUOTES

BRAND THOUGHTS & TIPS

"A BRAND FOR A COMPANY IS LIKE A REPUTATION FOR A PERSON. YOU EARN REPUTATION BY TRYING TO DO HARD THINGS WELL

Jeff Bezos

"IF PEOPLE LIKE YOU. THEY WILL LISTEN TO YOU. BUT IF THEY TRUST YOU. THEY'LL DO BUSINESS WITH YOU

Zig Ziglar

"BE WHO YOU ARE AND SAY WHAT YOU FEEL. BECAUSE THOSE WHO MIND DON'T MATTER AND THOSE WHO MATTER DON'T MIND.

Dr. Suess

"IF YOUR STORIES ARE ALL ABOUT YOUR PRODUCTS AND SERVICES, THAT'S NOT STORYTELLING. IT'S A BROCHURE, GIVE YOURSELF PERMISSION TO MAKE THE STORY BIGGER

Jay Baer

"DON'T BE A ONE HIT WONDER. DARINGLY DISRUPT THE MARKETPLACE AGAIN AND AGAIN "

Catrice M. Jackson

"WHATEVER YOU CAN DO. OR DREAM YOU CAN. BEGIN IT. BOLDNESS HAS GENIUS.

POWER AND MAGIC IN IT"

Johann Wolfgang von Goethe

"THE AIM OF MARKETING IS TO KNOW AND UNDERSTAND THE CUSTOMER SO WELL THE PRODUCT OR SERVICE FITS HIM AND SELLS ITSELF'

Peter Drucker

"DEVELOP SUCCESS FROM FAILURES. DISCOURAGEMENT AND FAILURE ARE TWO OF THE SUREST STEPPING STONES TO SUCCESS."

Dale Carnegie

"THE SECRET OF CHANGE IS TO FOCUS ALL OF YOUR ENERGY NOT ON FIGHTING THE OLD. BUT ON

BUILDING THE NEW

Socrates

WHAT'SHAPPENING



4TH – 7TH AUGUST 2016 PRINT TECHNOLOGY

What: Print Technology 2016 proffer more perfection for the higher production efficiency development and business competitiveness advancement. It features a great number of the newest innovations and latest technologies in a comprehensive range of exhibit zones. It will present an ideal opportunity for industry professionals and experts, to develop strong network, build influential collaborations and utilize vital marketing resources for the growth and development of the industry.

Where: Putra World Trade Centre, Kuala Lumpur Website: www.printechnology.com.my



12TH - 13TH AUGUST 2016 **GOOD VIBES FESTIVAL**

What: Good Vibes Festival showcases the best local and international music - from new. leading acts to more established and revered acts – that even the most discerning music enthusiast would appreciate.

Where: The Ranch, Genting Highlands, Pahang Website: www.goodvibesfestival.com



Pharma+Bio Asia 2016

28TH - 29TH SEPTEMBER 2016 PHARMA + BIO ASIA

What: The 2nd edition of Pharma+Bio Asia 2016 returns as the international conference and exhibition for the Healthcare. Medical. Pharmaceutical, Biotechnology Industry. This round it will be held concurrently with PharmaTech 2016, the fourth International Conference and Exhibition on Delivery, Discovery, Clinical and Manufacturing Chains in the pharmaceutical, nutraceutical and cosmeceutical technologies.

Where: Kuala Lumpur Convention Centre (KLCC) Website: www.pharma-bioasia.com

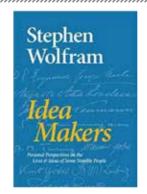
30TH SEPTEMBER - 2ND OCTOBER 2016 FORMUI A 1 MAI AYSIA GRAND PRIX



What: The 2016 Formula One season is the 67th season of the FIA Formula One World Championship. a motor racing championship for Formula One cars which is recognised by the sport's governing body, the Fédération Internationale de l'Automobile (FIA), as the highest class of competition for open-wheel racing cars. Where: Sepang International Circuit

Website: www.formula1.com

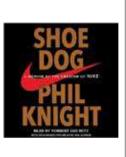
BOOKS



IDEA MAKERS: PERSONAL PERSPECTIVES ON THE LIVES & IDEAS OF SOME NOTABLE PFOPI F

By Stephen Wolfram

This book of thoroughly engaging essays from one of today's most prodigious innovators provides a uniquely personal perspective on the lives and achievements of a selection of intriguing figures from the history of science and technology. Weaving together his immersive interest in people and history with insights gathered from his own experiences, Stephen Wolfram gives an ennobling look at some of the individuals whose ideas and creations have helped shape our world today.



SHOE DOG: A MEMOIR BY THE CREATOR OF NIKE Bv Phil Kniaht

In this candid and riveting memoir, for

the first time ever, Nike founder and CEO Phil Knight shares the inside story of the company's early days as an intrepid start-up and its evolution into one of the world's most iconic, game-changing, and profitable brands. Knight details the many risks and daunting setbacks that stood between him and his dream - along with his early triumphs. Above all, he recalls the formative relationships with his first partners and employees, a ragtag group of misfits and seekers who became a tightknit band of brothers. Together, harnessing the transcendent power of a shared mission and a deep belief in the spirit of sport, they built a brand that changed

everything.



FANATICAL PROSPECTING: THE ULTIMATE GUIDE FOR STARTING SALES CONVERSATIONS AND FILLING THE PIPELINE BY LEVERAGING SOCIAL SELLING, TELEPHONE, E-MAIL, AND COLD CALLING

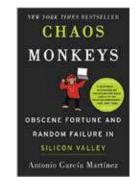
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CHAOS MONKEYS: OBSCENE FORTUNE AND RANDOM FAILURE IN SILICON VALLEY By Antonio Garcia Martinez

This gleeful contrarian unravels the chaotic evolution of social media and online marketing and reveals how it is invading our lives and shaping our future. Weighing in on everything from startups and credit derivatives to Big Brother and

data tracking, social media monetization and digital "privacy," García Martínez shares his scathing observations and outrageous antics, taking us on a humorous, subversive tour of the fascinatingly insular tech industry. Chaos Monkeys lays bare the hijinks, trade secrets, and power plays of the visionaries, grunts, sociopaths, opportunists, accidental tourists, and money cowboys who are revolutionizing our world. The question is, will we survive?

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