

THE BRAND LAUREATE BUSINESS WORLD REVIEW

DATO' FRANCIS NG BEVERLY WILSHIRE BUILDING A LEADING REGIONAL & HOUSEHOLD BRAND IN THE MEDICAL AESTHETIC & HEALTHCARE INDUSTRY

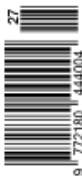
SAY YES2BRAND :
AN EPOCH OF BRANDING EXQUISITENESS

INTERNATIONAL WOMEN'S DAY :
Enhancing Equality through #EachForEqual

EMIRATES :
Flying High At 35



RM15 WM
RM18 EM





THE BRAND LAUREATE

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Expect the unexpected as life is full of surprises. That clearly sums up the current situation that we are facing now. Who would have thought that the start of the New Year 2020 would be so tumultuous? That Covid - 19 could lock down a city and paralyze the world. It does add depth to the meaning that life is full of surprises.

To China and every nation that are affected by the virus, The BrandLaureate empathizes with all of you. We salute the medical and health workers especially those in China, who put their lives at stake to take care of the sick. An outbreak of such magnitude puts the fear and gloom in everyone and it will take some time before the whole situation recovers and everything returns to normal.

While the Covid-19 situation in Malaysia is recovering, we are hit with another unexpected situation. Our country's political leadership was thrown topsy turvy as parties in Pakatan Harapan, the ruling party pulled out and decided to form a new coalition to become the new government. Tun Dr. Mahathir our seventh prime minister resigned to be then appointed by the King as the interim prime minister.

Today, on 29 February, 2020, Malaysia has a new prime minister, Tan Sri Muhyiddin Yassin who will become the eighth prime minister. We hope that all the political shenanigans will stop and things will return to normal. Malaysia, is experiencing some

of its toughest moments as the economy is down, the country recorded the lowest GDP growth of 3.6 percent in the last quarter, business sentiment is weak and the corona virus has affected the retail, travel and hospitality trade tremendously.

In this difficult time, the government can only do so much, hence all of us need to be resilient and be innovative to find ways to be sustainable. It is a tough road ahead but we really do not have much choice but to stay committed and resilient to face the challenges. It may be hard individually but let us collectively come together as Malaysians to do what is best for our livelihood and the country.

If we will to look around us, we notice that there are many business opportunities and it is up to us to capitalize on it. Chairman of Beverly Wilshire Medical Centre (BWMC), Dato' Francis Ng was in Seoul when he saw the popularity of aesthetic solutions. Realising the importance and need of aesthetic care in every person, he then decided to take up his stake in BWMC and transformed it to become the leading brand in the region. Dato' Francis Ng shares with us his journey as to how he built the brand in our Cover Story feature.

Brands drive businesses irrespective of good or bad times and The BrandLaureate hopes that you will continue to invest in your brand to become strong and sustainable.

Take Care & God Bless




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CHIEF CONTENT OFFICER NOTE |



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ANU@THEBRANDLAUREATE.COM
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It is a pleasure to take my place as Chief Content Officer for The BrandLaureate Business World Review. As a frequent contributor to the magazine over the past seven years, I have enjoyed writing articles about brands and businesses, trends and issues that are changing the landscape of branding, not just in Malaysia but globally.

This issue is a special one because it is not just the first one of the year, but also for the decade. For Malaysians, 2020 was meant to be a year of visions fulfilled, achievements accomplished and a brighter future for the nation. Fast forward to today, the unexpected turn of events in the political arena has once again changed Malaysia's current and future landscape. While it is difficult to predict what is in store, I am a believer that we should stop and ponder on the small details, and appreciate the silver lining.

The grey cloud is not just hovering over Malaysia, but throughout the world. Globally, the spirit of new beginnings has been hampered by the outbreak of COVID-19 virus. Not only have lives been lost, but economies have been impacted, having good health has become the number one priority and people's morale has taken a nosedive – and its only February.

With all that is happening in the country and across the globe, we must persist, as individuals and professionals to ride the storm, to jump through the barricades of challenges, and to take the leap of faith. We owe it to ourselves to fight for our lives and livelihood, to advance our brand's success, and to create our own futures.

As Roy T. Bennett, the author of The Light in the Heart, shared in his inspiring book –

“Do not let the memories of your past limit the potential of your future. There are no limits to what you can achieve on your journey through life, except in your mind.”

We are the makers of our own destiny. Let's make it beautiful and bright.



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WHAT'S INSIDE

issue #56
February-March

This issue looks back at our latest Icon Leadership Awards, Malaysia's favourite home improvement retailer MR.D.I.Y., The new sparkling water brand AHA, the first leap year of the decade and what makes Busan tick.



THE FUTURE BELONGS TO THOSE MAKING IT NOW.



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- ALLIED HEALTH SCIENCES • PARAMEDICS SCIENCES (COMING SOON) •
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- LOGISTICS (COMING SOON) • BUSINESS MANAGEMENT •
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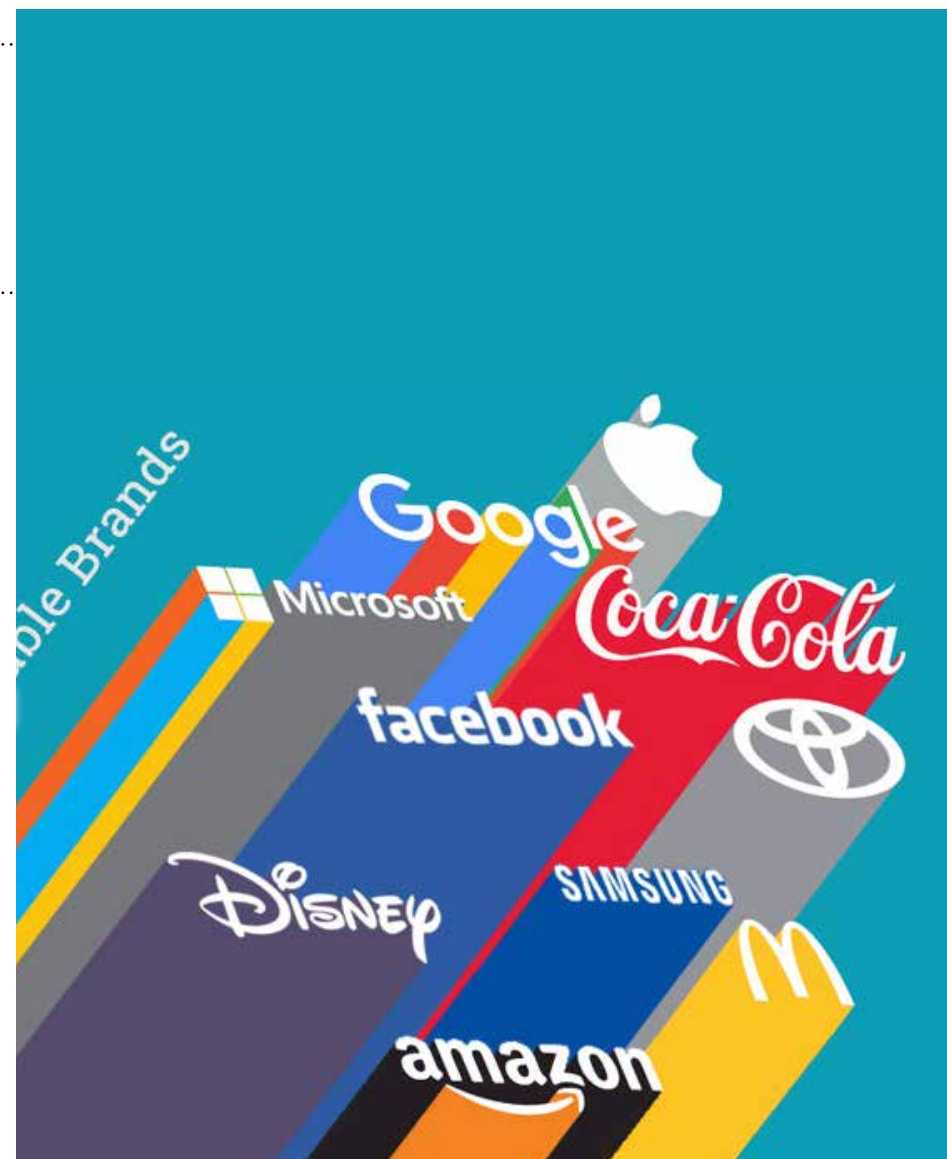
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MIRRIAM MACWILLIAMS

The Millionaire Trader from Wealth Mentors
Exploring the city of Busan



“

Aesthetic matters are fundamental for the harmonious development of both society and the individual

”

ON THE COVER



In today's world, the importance of good aesthetics cannot be denied. Dato' Francis Ng is a believer that having beauty on the outside and wellness from the inside are key elements to one's self-image.

The Brand Champion of Beverly Wilshire Medical Centre is extremely passionate about the evolving stem cell therapy and is confident that healthy aging therapy will be the medicine of tomorrow. We had the pleasure of learning about his journey into the world of aesthetics, his love for the industry and the future of aesthetics. Read on to find out more.



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BEVERLY WILSHIRE MEDICAL CENTRE

THE TRUE VISAGE BEHIND THE BRAND

BY ANU VENUGOPAL, IAN GREGORY MASELAMANI & JUSTIN CHEW

IT TAKES A VERY SPECIAL CONCOCTION OF VISION, AMBITION, SKILL, PROWESS AND PASSION TO NOT JUST CARVE OUT A NAME IN A NICHE INDUSTRY, BUT BECOME THE DRIVING FORCE AS A PACESETTER EXTRAORDINAIRE.

THE REALM OF LOOKS AND PHYSICAL APPEARANCE HAS TAKEN A MORE CENTRESTAGE FACET OF BUSINESS IN THIS DAY AND AGE. IN INDUSTRIES WHERE A GREAT NUMBER OF PEOPLE EXUDE EQUAL COMPETENCE, SKILL AND MATURITY, OFTEN THE INGREDIENT THAT TIPS THE BALANCE IS THAT CAPTIVATING SMILE. THIS IS BY NO MEANS FAVOURITISM OR PREJUDICE, BUT A CRUCIAL BUSINESS DECISION DONE IN THE HOPE OF CONVEYING THE VERY BEST THAT THE PROSPECTIVE EMPLOYER WOULD HOPE TO GIVE ITS CLIENTS.

“THE ABILITY TO TRANSFORM LIVES THROUGH OUR ANTI-AGING SERVICES IS UNMISTAKABLY UNIQUE.”

The eyes of the world are more focused on the external, and technology, connectivity and social media has entrenched this now than ever before. Beauty is no longer the province of women. In today's modern-day culture, members of the male species also aspire to look dashing in order to stay relevant and competitive. It is truly an equal world we live in nowadays. This phenomenon opens up even more avenues for capitalization and profit. However, it will take someone of exceptional ability to bridge this need with expert infusion as well as business savvy on a long-term basis; to convince the world at large that while beauty is skin deep, it is possible to elevate beauty to reveal its best qualities and be easy on the eyes.

Beauty and wellness move in tandem. Wellness on a cellular level becomes evident on the surface level. It also sustains the visible beauty in the long term. More important than looking good is feeling good, which forms the basis of one's self-image. The opportunity to 'reshape' one's appearance according to the mental image or aspirations one has, in itself accords a confidence boost unlike any other. Similarly, a business where representatives are considered sound, reliable, trustworthy

and committed, coupled with pleasing aesthetics grants an unsaid assurance to clientele and patrons from near and far.

Transcendental Touch-point Transformation

The old proverb, Beauty is in the eye of the beholder, still rings true, especially in one's own mind's eye. If one perceives herself to be in a particular way, and matches it outwardly, this self-image becomes entrenched from the inside out. This permits the individual an assurance increase and consequently the drive and capability to attain hopes and realize dreams by mirroring and reproducing an already attained dream.

It takes a special person with great insight to harmonize the need with the service. Having been in the property industry since 1979 and hailing from an Economics background, Dato' Francis Ng the 'King Midas' of sound financial investments, is exactly what the doctor ordered in the aesthetics medicine industry – quite literally!

Having stumbled upon the industry first-hand in Korea in 2014, this astute entrepreneur saw the potential of the industry in Malaysia and regions closer to home. While holidaying at

“TO WITNESS OUR CLIENTS’ IMPROVE IN THEIR QUALITY OF LIFE AND CONFIDENCE LEVEL DEEMS THE ENHANCEMENT OF LOOKS AS NOT JUST UNNECESSARY, BUT IN FACT INDISPENSABLE!”

Seoul, South Korea with close friend and former owner of BWMC, Tan Sri Danny Tan, he explored the vicinity orbiting the epicentre of beauty, the Gangnam District, visiting several of the established aesthetic outfits there. This exposure convinced him on the viability of the industry and the adoption of the ‘sunrise business’ back in Malaysia.

Deeply rooted in diverse experience orbiting money matters, Dato’ Francis has served as Business Controller with IBM World Trade Corporation (1973-1979), Executive Chairman of Econstate Bhd., Chairman of PanGlobal Insurance Bhd and Executive Deputy Chairman of PanGlobal Bhd. (1995-1999) and Deputy President of Real Estate and Housing Developers Association (REHDA) (1997-1999). A man of many talents, he also assumed the roles of Executive Deputy Chairman of Midwest Corporation Ltd. (2006-2010) and Senior Independent Non-Executive Director of Tropicana Corporation Bhd. (2011-2015), among others.

When the potential for a new-fangled business arrived, Dato’ Francis welcomed it openly, his interest in the field of aesthetics spiked. As always with enthusiasm, opportunity tends to follow. On the journey back, Tan Sri Danny Tan offered him an equity stake in the company which he gladly took up mid-air.

The rest, as they say, is history, as he has become the exemplar visage in the aesthetics medical industry ever since, embellished by milestone after milestone, eternally marked by the triumphant success of bringing the Beverly Wilshire Group to be listed on the Singapore Exchange (SGX).

Exploring a New Venture with Light Rising in the Horizon

To this former Senior Accountant from Australia, the aesthetic medical industry is special and unique, particularly from a business vantage.

Firstly, being a sunrise business, it has great potential for adaptation, growth and expansion. Secondly, it is unique in the healthcare business. Unlike other businesses, the healthcare industry offers a very attractive price-to-earnings ratio. The healthcare business, from an international benchmark, shows about 20 to 80 times P/E ratio multiples, which is tremendous if compared to other industries, including housing today (in which having a P/E ratio multiple of 5 times is considered a boon).

“Every industry has its challenges. Being from a property development, insurance and mining background, the healthcare industry was very new. So, I had to quickly learn the industry’s ins and outs.”

Dato’ Francis, speaking strictly from a businessman’s point of view, feels that being in the healthcare industry is spectacular, as part of the corporate strategy to build any listed company around this region as a price at the P/E multiple of 20 to 80 times is not easy to find outside of the healthcare domain. Beverly Wilshire Medical Centre (BWMC) is a true manifestation of accomplishment, and is reflected in the assured glow of zeal in his eyes.



“I PERSONALLY BELIEVE THAT STEM CELL THERAPY WILL BE THE MEDICINE OF THE FUTURE.”

“I do practice anti-aging procedures here and that keeps me very energetic and young. I've got new growth of cells in my body. I feel absolutely energetic from the time I wake up till 2 to 3 o'clock in the morning.”

One can be inspired by the 73-year-old, whose usual 14 to 16 hour workday comprises of striving to constantly improve the business and provide the best value to his fellow shareholders and partners. Over and above operational matters, he spends most of his time looking into business expansion and opportunities through Mergers & Acquisitions, Joint Ventures as well as Strategic Partnerships.

“When you are energetic and feel good, you are mentally alert and sharp. The other part of it is the aesthetic medicine that will keep you looking young and attractive. When you step out with the thought that you appear younger than your age, it is a great way to carry yourself.”

This confidence booster works as it is reflected in the life work of Dato' Francis, who launched his career after acquiring his Bachelor of Commerce Degree from University of Western Australia in 1971. His then embryonic business acumen inevitably skyrocketed him to plateaus of excellence. Today he is a veteran who, despite his amicable and magnanimous nature, is respected throughout the business sphere. His mantra resonates from the inside out and his success in growing the business speaks volumes.

The journey of BWMC which was established back in 2012 being a one-stop-centre integrated beauty medical centre has thus far been from glory to glory. From a single Medical Centre, the establishment has today expanded into two Medical Centres, three Clinics and a Research Centre. And the journey is not destined to end there. Its upcoming projects include Natasha Beverly (incorporating Spinalive, Medispa, Physio, Aesthetics and other approaches.) signifying exponential growth, even against the grain during trying economic

times.

Over and above this, the Cosmetic Vacation service offered by the brand helps attract tourists to Malaysia. It is an elite member of Malaysia Healthcare Travel Council involved in promoting medical tourism. Besides magnetizing patrons and providing connoisseur healthcare packages, BWMC also extends its services in providing airport transfer, hotel bookings, visa extensions and other services for foreign clients.

Gazing Further into the Future

The Brand Champion of BWMC is a living testimony attesting to pacesetting and breakthroughs. His forward-looking approach is what got the business to its present stage as a foremost brand in the industry and the inertia of this prospective momentum is unstoppable.

Revolutionary treatments are the way to go and stem cell therapy forms one of this.

“I personally believe that stem cell therapy will be the medicine of the future.”

Dato' Francis equates the stem cell breakthrough today with the development of antibiotics by big pharmaceutical companies in the 1950s to early 1960s to treat illnesses.

“In the current scenario, trillions of dollars are being poured into the research of stem cells annually. And many scientists believe that anti-aging through stem cells [Mesenchymal Stem Cells (MSC) and Natural Killer (NK) cells] for preventive medicine.”

Highlighting the move with the times, breakthroughs are in fact already happening in the positive in the light of supporting research and developments.



“In fact the FDA has approved the use of CAR-T Cells for the treatment of leukaemia, and certain types of lymphoma patients in Canada and USA. So it's all moving in the same way antibiotics made their debut back in the 1950s to early 1960s to tackle illnesses, this time around using stem cells.”

There are various stem cell sources. In the earlier days, the extraction was done from the bone marrow.

“But now we can get cultured stem cells from baby's cord. You can also harvest stem cells from adipose tissue (fat tissue), peripheral blood and tooth pulp. So there are various sources of stem cell.”

This International Honorary President of the Western Australia Chinese Chamber of Commerce (1997) mentions, “many go abroad to seek similar treatment using animal cells instead of those derived from human stock origins”, and Dato' Francis is of a different view on this.

Compatible cells are first extracted, and then cultured using a special process. And these culture labs are GMP, which mean they are Ministry of Health (MOH) approved; and in

fact the only type of facilities engaged by the medical centre.

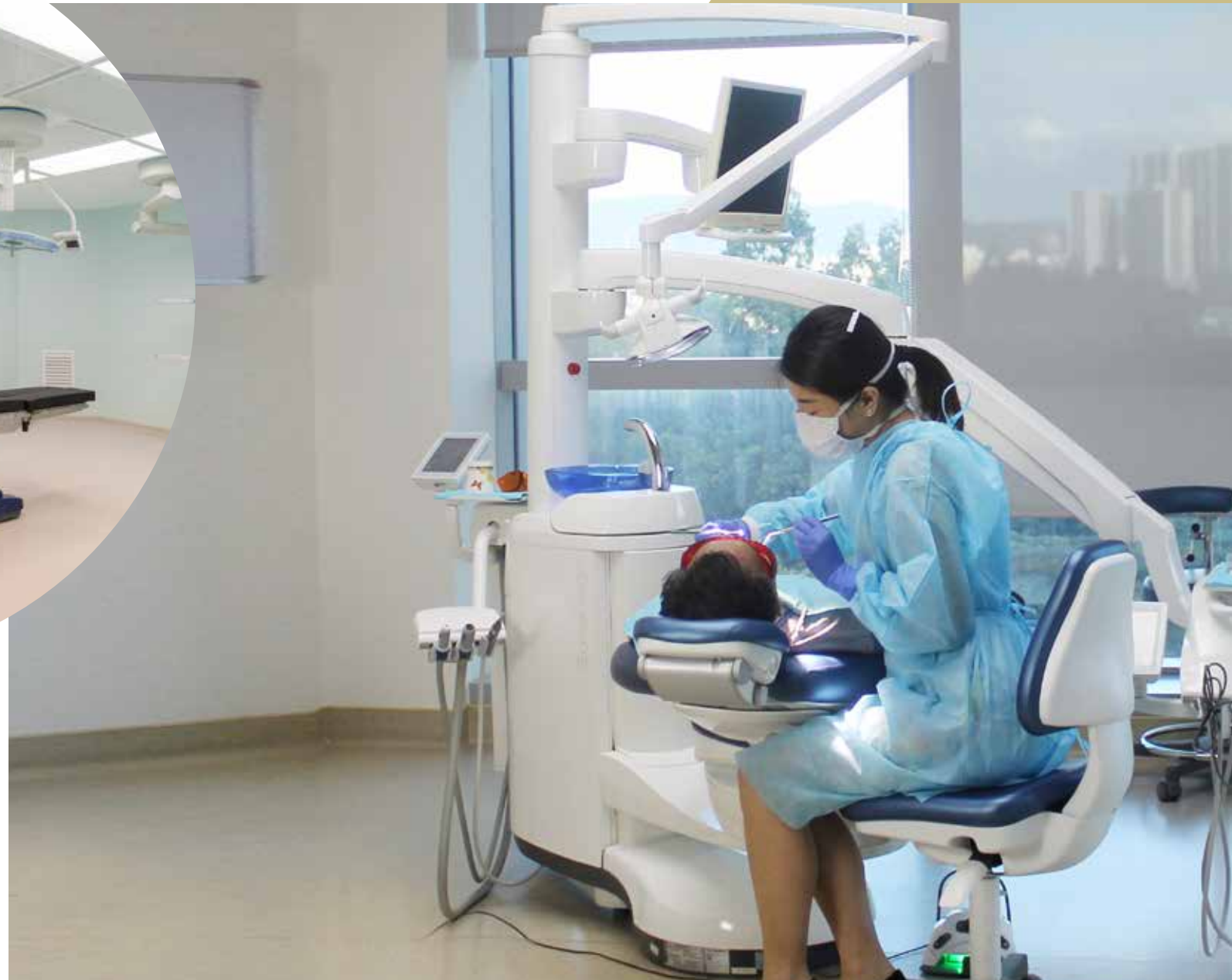
At the end of the day, BWMC poises itself in the aesthetics arena with yet another breakthrough offering. In truth, its clientele are spoilt for choice when it comes to the scope and spectrum of options being offered at its establishments

From that first warm touch-point smile, posh feel and upper-class locality to the unmatched privacy and assurance of first-rate professionalism, the Beverly Wilshire name is indeed the go-to brand in remedying one's every aesthetical need.

Furthermore, the organization entrenches its role in developing the aesthetic medical industry in Malaysia as a whole. Possessing a team of pioneer medical professionals, these specialists are organically the master trainers for big brands from USA such as Mentor, Allergan, Restylane and others to guide new doctors in the aesthetic industry. The very shift in perception – that is viewing this nation as a preferred aesthetics remedy destination – has been incepted masterfully.



“THE TRUTH IS PATIENTS’ KNOWLEDGE IN CHOOSING THE AESTHETIC HOSPITALS AND CLINICS IS LACKING; HENCE WE CHANNEL OUR MARKETING EFFORTS TO CONTINUOUSLY EDUCATE THE PUBLIC ON AVAILABLE AVENUES.”



“APART FROM LOOKING YOUNG AND BEAUTIFUL, HEALTHY AGING PROCEDURES COMPLEMENTS WHAT WE ARE DOING IN THE AESTHETIC INDUSTRY.”

“I have faith that healthy aging therapy is going to be the medicine of tomorrow.”

These are reassuring words that resonate from a ‘living testimony’ who is still passionate about building businesses, spending time with his family (especially growing his children to manage the business) and golfing to stay active.

Research and development (R&D) will continue the furtherance of the brand into the future. The Beverly Wilshire Academy and Research Centre, established as a Brainchild of Dato’ Francis himself with an eye on horizons to come, is meant to focus further on healthy ageing services and its applications.

“We will be partnering with an ‘A-Star’ Researcher from Singapore to support the research in MSC, especially in the area of diabetic research.”

Integrated Beauty Medical Centre

The approach that BWMC is taking goes beyond the archetypical view of looks in the unembroidered sense – going beyond looking cosmetically beautiful.

Being a one stop medical centre, our centre of excellence offers services ranging from Cosmetic Surgery, Aesthetic Medicine, Aesthetic Dentistry, Hair Transplant and Healthy Aging. Apart from looking young and beautiful, healthy aging procedures complements what we are doing in the aesthetic industry.



“BRINGING TOGETHER A GROUP OF MEDICAL PROFESSIONALS AND STAFF WHO SHARE THE SAME VISION AS ME HAS BEEN THRILLING TO SAY THE LEAST! IN FACT, IT IS SIMILAR TO HAVING HEALTHY AGING PROCEDURES FOR THE BODY TO HELP IT DEVELOP.”

To differentiate the application of healthy aging procedures, Beverly Wilshire has further expanded our scope of healthy aging services to introduce Orthopaedics & Musculoskeletal and Men's Health.

Truly, this redefines one's understanding of 'aesthetic procedure' in the conventional sense of the term, as Beverly Wilshire's healthy aging services have the potential to change the way people live life to the fullest.

"We are well-known for our plastic surgery as we have international recognitions and awards. The majority of our international client segments comes from Australia and New Zealand. The most sought-after plastic surgeries among foreigners are facelift, breast augmentation, tummy tuck, liposuction and many more."

We have many passionate board-certified plastic surgeons as well as aesthetic doctors in our group. "Bringing together a group of medical professionals and staff who share the same vision as me has been thrilling to say the least!"

With target achievements and milestones lined up as far as the next decade, the BWMC is most certainly geared for rapid expansion around major cities in Malaysia and is poised to grow as a regional player by tapping into international markets such as Singapore, Indonesia, China and Indochina.

In order to keep abreast with the latest techniques and trends in Aesthetic Industry, the Beverly Wilshire Medical brand supports its doctors and medical professionals to attend relevant conferences and training to further improve their knowledge and skill sets. The establishment also continuously invests in the latest technology and state-of-the-art equipment for its practitioners to be able to be on par with the current medical breakthroughs and techniques. After all, the medical profession is one that has never known to be stagnant.



With its Brand Champion bearing the personal life philosophy of Intensity, Gaining Knowledge and having a Positive Mindset, the sky is the limit for this foremost brand in regional aesthetics medicine known for quality aesthetic services in Malaysia and the region – coupled by signature attributes of the institution that has led to its success such as patient satisfaction as well as aptly qualified doctors and medical professionals. Naturally, the cosmetic surgeons of BWMC are board-certified surgeons and aesthetic doctors have their valid Letter of Credentialing & Privileging (LCP). Over and above that, its facilities are licensed by MOH having stringent standards and safety regulations plus state-of-the-art Medical Equipment.

Together with high level with customer relations. Beverly Wilshire has carved itself to be a leading brand in the medical aesthetic and wellness industry.

If one were to augment one's quality of life by opting to be attractive both latently and patently, the path leading to Beverly Wilshire is most assuredly the apt avenue to embark upon; promising an adventure that balances the preservation of beauty and fine-tuned transformation for the better with emphasis on the wellbeing of the patient being central at all times.

INFINITE BEAUTY, AESTHETICALLY

Beverly Wilshire Medical Centre (BWMC) offers a relaxing yet luxurious environment for all its customers. Clients can expect top notch services from BWMC's team of experts. A fuss free, worry free experience, customers are able to leave everything in their hands of the experienced staff, and focus on their transformation.

BWMC's team of internationally renowned and highly sought-after specialists are dedicated doctors with a great passion and commitment for their work. Whether customers are seeking the perfect smile, face or body, it is their mission to turn their client's dreams of true beauty into reality.

In a world-class state-of-the-art facility, here is a list of BWMC's range of services.



COSMETIC SURGERY

Eyelids, Eyebags & Brows

Blepharoplasty (Suturing or Cutting) • Epicanthoplasty (Inner Eye Corner)
• Lateral Canthoplasty (Outer Eye Corner) • Ptosis Correction (Drooping Eyelid) • Brow Lift

Nose, Lip & Chin

Rhinoplasty (Cartilage or Implant) • Alarplasty (Nostril Reduction) • Fat Transfer (Nose, Nasolabial Folds, Lips, Chin) • Lip Reduction • Chin Reduction

Face, Neck & Ears

Facelift • Buccal Fat Removal • Dimple Creation • Fat Transfer (Temple, Forehead, Glabella, Cheek) • Neck Lift • Neck Liposuction • Ear Pinning • Earlobe Reduction

Breast

Breast Augmentation • Breast Lift • Fat Transfer To Breast • Liposuction Breast Reduction • Lump Excision • Inverted Nipple Correction • Nipple Lift • Nipple Reduction • Gynaecomastia

Arm, Abdomen, Buttock & Thigh

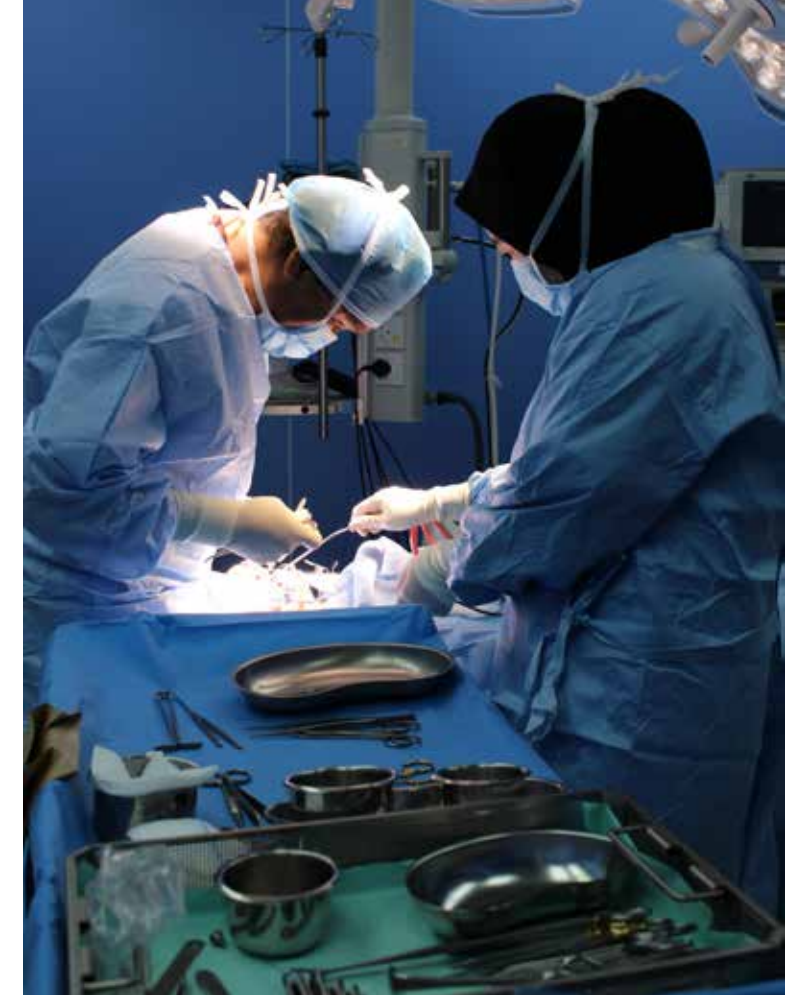
Tummy Tuck • Liposuction (Arm, Abdomen, Flank, Back, Buttock, Hip, Thigh, Calf, Knee) • Buttock Augmentation (Implant or Fat Transfer) • Scar Revision

Women Surgery

Vaginal Tightening • Labia Reduction • Hymen Reconstruction

Men Surgery

Circumcision • Penis Girth Enhancement • Penis Lengthening



HAIR

Non-Surgical Hair Restoration
Topical and Oral Medication
Hair Filler
Theradome Helmet

Hair & Eyebrow Transplant
Follicular Unit Extraction (FUE)

AESTHETIC

Face

Large Pores, Acne & Scars
Dry & Sensitive Skin
Melasma, Freckles & Moles
Fine Lines & Wrinkles
Dark Circles & Eyebags
Non-Surgical Nose Reshaping
Non-Surgical V-Shape Face
Medical Facials

Skin

Rosacea & Eczema
Birthmarks & Tattoos
Stretch Marks
Hypertrophic & Keloid Scars
Varicose & Spider Veins

Body

Fat & Cellulite
Hair Removal
Non-Surgical Vaginal Rejuvenation
Excessive Sweating

MEN'S HEALTH

A men's health faces key threats as he gets older: heart disease, erectile dysfunction, prostate problems, and even depression.

Erectile Dysfunction(ED):

Erectile dysfunction (impotence) is the inability to get and keep an erection firm enough for sex. Male sexual arousal is a complex process that involves the brain, hormones, emotions, nerves, muscles and blood vessels. Erectile dysfunction can result from a problem with any of these. Likewise, stress and mental health concerns can cause or worsen erectile dysfunction.

Prostate Health

For men, a physical examination and answering some simple questions (medical history) are all that's needed for a doctor to diagnose erectile dysfunction and recommend a treatment.

Testosterone Replacement Therapy (TRT)

The prostate is a very important part of the male anatomy and plays a vital role in urination, sexual reproduction and fertility, besides being prone to cancer for some men.

The symptoms of low testosterone are obvious, but they also can be subtle. For example, testosterone levels decline naturally in men as they age over the decades. But certain conditions can also lead to an abnormally low level.

This can be remedied by boosting your testosterone levels with TRT to help bring your energy levels back to normal. It can also restore your sex drive. You may notice a drop in body fat and

a buildup of muscle mass after TRT. So likewise, TRT can be used in prostate treatment.

ORTHOPEDIC CONDITIONS

Orthopedics & Sports Injuries: Musculoskeletal/ sports-related injuries include injuries related to bones, muscles with their related tendons, joint structures such as ligaments and meniscus. Injuries may cause impairments such as pain, inflammation, restricted movement, joint instability, or even muscle weakness. One of the most common orthopedic conditions are osteoarthritis which is a degenerative joint disease (DJD); progressive destruction of articular cartilage and the formation of bone at the margin of the joint.

Knee Injuries:

- ACL tear (operative or non-operative)
- Meniscus tear (operative or non-operative)
- Ligament strains and tears
- Tendinitis

Ankle Injuries:

- Achilles' tendinitis (Achilles' heel)
- Peroneal tendonitis
- Sprain/strain (conservative or post-operative)

Wrist Injuries:

- Carpal tunnel syndrome
- Sprain/strain (conservative or postoperative)
- Tendinitis

Elbow Injuries:

- Golfer's elbow (medial epicondylitis)
- Tennis elbow (lateral epicondylitis)
- Sprain/strain (conservative or postoperative)

Shoulder Injuries:

- Rotator cuff tear (operative or non-operative)
- Tendinitis
- Shoulder impingement syndrome
- SLAP tear or labral tears/repairs
- Arthritis



HEALTHY AGING PROCEDURES

Stem Cell Defined

Stem Cell in its very definition can be defined as human stem cells, which can be derived from fat tissues at the abdomen, bone marrow or umbilical cord (UC) of newborns. Of these, mesenchymal stem cells (MSCs), show the most promising results of overall wellness and lifestyle.

UC-MSCs secrete various growth factors and hormones which are essential for growth and well-being. Being the youngest adult cells, they also have the highest proliferation rate. Harvested following birth of a newborn with the consent of parents, obtaining these cells do not pose any ethical concerns.

The cells are rigorously tested for genetic stability. Both parents and grandparents are confirmed fit and well, with no chronic infections, cancers, diseases or lifestyle deemed medically unhealthy by the Ministry of Health Malaysia's Guidelines 2009 governing UC-MSCs transplantation at the most established form of therapy, while embryonic and animal stem cells are currently prohibited.

Being immunoprivileged, human MSCs are not killed by the immune defense cells of the host and will not evoke immune reactions. They carry a host of growth factors

and hormones which help the host cells to recharge, rejuvenate existing stem cells, and reduce organ damage, increase energy levels and wellbeing.

The MSCs that used have demonstrated amazing ability to turn into other tissue types including the nerves, the heart muscles, blood vessels, cartilage, bone, collagen-producing cells, fat tissues, insulin-producing cells, and cells of the kidney and skin.

Beverly Wilshire - The Only Trusted Name in Healthy Aging Procedures.

BWMC help maintain clients vibrancy and vitality with medical-grade MSC stem cell therapy. BWMC uses only top-grade mesenchymal MSC from the umbilical cord of newborns, as they are least exposed to environmental carcinogens and have the longest proliferation and survival rate.

The centre is currently undertaking procedures and research for healthy aging for certain diseases related to autoimmune, inflammatory, ischemic and degenerative causes.

Healthy Aging is beneficial for these conditions:

- General Wellness
- Heart Disease
- Hypertension
- Liver Disease
- Arthritis
- Post-Stroke Complications
- Diabetes
- Autoimmune Diseases
- Skin Conditions



BEVERLY WILSHIRE DENTAL CLINIC

The Beverly Wilshire Dental Clinic (BWDC) brings a new age of modern dentistry to ensure every patient's experience is comfortable, enjoyable and timely. It is BWDC's promise to educate every patient on all their options from consultation to treatment, and make them feel confident while building trust as their dental provider.

BWDC's primary focus is to not only achieve beautiful smiles but to connect with each patient and make dentistry enjoyable. The company has invested in the latest equipment and technology, besides offering the best services with the help of a dedicated team to create a true dental experience, unlike any other.

Here is BWDC full range of dental services:

- GENERAL DENTISTRY**
 - Simple/ Complex Consultation
 - Scaling & Air-Jet Polishing
 - Aesthetic Composite Fillings
 - Mouth/Night Guard (Bruxism) / Occlusal Splint

- PROSTHODONTICS**
 - Flexible Dentures – Valplast
 - Acrylic Denture
 - Cobalt Chromium Dentures
 - Implant Supported Dentures
 - Denture Relines & Rebases
 - Denture Repair
 - Crown (Emax & Zirconia)
 - Bridge
 - Veneer (Composite & Ceramic)

- AESTHETIC DENTISTRY**
 - Teeth Whitening (Full – Zoom)
 - Teeth Whitening (Quick – Beaming White)
 - Teeth Whitening (Home Kit – Opalescence)
 - Non-Vital Teeth Bleaching (Whitening)
 - Smile Makeover – Veneer
 - Dental Crystal – Jewellery

- ORAL AND MAXILLOFACIAL SURGERY**
 - Simple/ Surgical Extraction
 - Wisdom Tooth Extraction
 - Bone Grafting
 - Frenectomy
 - Cyst/ Epulis Removal
 - Cleft Lip & Palate
 - Operculectomy
 - Temporo–Mandibular Joint (TMJ) Therapy
 - Orthognatic Surgery – Jaw Surgery/ Reshaping
 - Genioplasty Surgery – Chin Surgery

- Sinus Elevation**ORTHODONTICS**
 - Stainless Steel (Metal) Braces – Conventional/ Self Ligating
 - Ceramic Braces – Conventional / Self Ligating
 - Invisible Metal Braces – Lingual Braces
 - Invisible Clear Braces – Invisalign
 - Removable/ Fixed Retainer
 - Clear Aligner Retainer

- IMPLANT RESTORATION**
 - Implant (Metal & Non-Metal: Ceramic)
 - Mini Implant
 - All on 4 & All on 6 Implants
 - Immediate Function/ Loaded Implants
 - Bone Grafting Implant
 - Implant Bridge

- PEDIATRIC DENTISTRY OR PEDODONTICS**
 - Peads Fillings
 - Fissure Sealant
 - Fluoride Application
 - Pulpotomy/ Pulpectomy (Children Root Canal Treatment)
 - Baby Tooth Extraction

- PERIODONTICS**
 - Laser Gum Treatment
 - Gum Surgery & Contouring (Gingivectomy / Gingivoplasty)
 - Gingival Flap Surgery (Simple & Complex)
 - Root Planning

- ENDODONTICS**
 - Root Canal Treatment
 - Root Removal (Apicectomy)
 - Root Planning

- DIAGNOSTICS**
 - Cone Beam Computed Tomography (CBCT)
 - Orthopantomogram (OPG)
 - Intra-Oral Camera
 - Intra Oral X-ray – Periapical/ Bite Wing
 - Electric Pulp Testing
 - Lateral Cephalograph

- OTHER DENTAL SERVICES**
 - General Anesthesia (GA) Assisted
 - Needle Free Injection System
 - Dental Medical Biopsy & Report

BWMC is a fully integrated medical centre offering top of the line medical aesthetics and healthcare services in Malaysia, with seven BWMC clinics and centres strategically located in Kuala Lumpur, Damansara, Bangsar and Johor Bahru, to bring their services nearer to the clients.

LOCATIONS

Beverly Wilshire Medical Centre (KL)
Level 8 & 9, Kenanga Tower, No. 237, Jalan Tun Razak, 50400 Kuala Lumpur.
Tel: 603-2118 2888

Beverly Wilshire Medical Centre (JB)
Level 3, 05-09, Menara Landmark Medical Suites, Jalan Ngee Heng, 80000 Johor Bahru, Johor Darul Takzim
Tel : 607-228 2888

Beverly Wilshire Clinic
Lot L1-03, Level 1, 3 Damansara, 3, Jalan SS20/27, 47400 Petaling Jaya, Selangor D.E
Tel : 603-7710 6888

Beverly Wilshire Dental Clinic
Level 9, Kenanga Tower, No. 237, Jalan Tun Razak, 50400 Kuala Lumpur.
Tel: 603-2118 2999

Beverly Wilshire Academy and Research Centre
Level 6, Kenanga Tower, No. 237, Jalan Tun Razak, 50400 Kuala Lumpur.
Tel: 603-2118 2860

Beverly Bangsar Clinic
79, Jalan Maarof, Bangsar, 59000 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur
Tel : 603-2288 1788

Natasha @ Beverly Bangsar
96, Jalan Maarof, Bukit Bandaraya, 59100 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur

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Instagram: beverly_medical
WeChat: Bwmc_my



NATASHA@ BEVERLY BANGSAR
Indonesian beauty brand Natasha Skincare is to launch in Malaysia after forming a joint venture with Beverly Wilshire.

The newly formed Natasha Beverly, will launch its first beauty centre in Kuala Lumpur's trendy Bangsar, opening a four-storey facility housing a Medical Aesthetic Clinic, Medi-Spa, Chiropractor and Physiotherapy services. It will be the sole distributor for Natasha products in Malaysia and Singapore.

Natasha Skincare is currently among the leading beauty brands in Indonesia, where it has more than 100 outlets, Natasha Beverly offer natural science beauty treatments and products for teenagers, men and women. It is known in its home market for its Halal-certified products.



*Photo is a mock-up of the future Natasha @ Beverly Bangsar

UNITED BY PASSION - THE FACES OF BWMC

THE SUCCESS OF A BUSINESS LIES IN THE EFFORTS AND FORESIGHT OF LEADERS, WHO ARE CHOSEN FOR THEIR SKILLS, TALENTS AND CALIBER TO STEER THE COMPANY FROM ITS STRONG ESTABLISHMENT, STEADY GROWTH AND TUMULTUOUS CORPORATE CHALLENGES TO GREATER HEIGHTS. WITH THE DEFINITIVE GOAL TO BUILD AND DEVELOP A BRAND THAT WILL RISE ABOVE ITS COMPETITORS AND PROVIDE CLIENTS WITH QUALITY, SAFE AESTHETICS TO FEEL AND LOOK GOOD, FROM THE INSIDE OUT, THE LEADERS OF BEVERLY WILSHIRE MEDICAL CENTRE ARE CHAMPIONS IN THEIR OWN RIGHT.

THE BRANDLAUREATE HAD THE OPPORTUNITY TO MEET VISIONARY INDIVIDUALS FROM THE COMPANY, WHO SHARED THEIR VISION AND INSPIRATIONS FOR THE INTEGRATED AESTHETICS MEDICAL CENTRE.





DATO' DR. ABDUL JALIL JIDON

CONSULTANT PLASTIC, RECONSTRUCTIVE
AND COSMETIC SURGEON
MD (UKM), M. CH. (GEN), DIMP

**ANYONE WHO IS
LOOKING TO DO
A PROCEDURE
WITH US MUST
HAVE A FULL
CONSULTATION.
WHICH
ENCOMPASSES
MANY THINGS
BUT WE FOCUS
ON SAFETY.**

Dato' Dr Abdul Jalil Jidon is one of Malaysia's top plastic surgeons. He started his medical journey in 1981 before becoming a plastic surgeon in 1998. With close to 40 years experience in the industry, he is well experienced in multiple combined procedures and specializes in facelift, breast augmentation, reduction and reconstruction, liposuction and abdominoplasty. He joined BWMC six years ago and today he is a reconstructive and cosmetic plastic surgeon as well as BWMC's Medical Director. He is registered with the National Specialist Register and is a member of the Malaysian Association of Plastic, Aesthetic and Craniomaxillofacial Surgeons (MAPACS).

Should patients do research before visiting a cosmetic surgeon and why?

Yes, they should. There are many non-surgeons who do risky cosmetic procedures as they were not trained. Once the mistakes are done, it is difficult to rectify. We have many qualified surgeons in Malaysia and you can check out for qualified plastic surgeons and their experience in the Medical Council list, who are board certified.

What changes have you brought to the department since you join BWMC?

Since joining BWMC, we have gotten many regular clients including new patients. Today, many people know about BWMC, compared to when we started. I specialize in reconstructive and aesthetics plastic surgery. We are improving things all around and are always looking out for better solutions for our patients -- from service, to delivery and results. Currently, we are doing very well with a qualified team of doctors and dedicated staff, and thus we are able to do more.

Can you share your experience working with Dato' Francis?

Dato' Francis bought over the business from Tan Sri Danny and became a major shareholder. He has a lot of experience in the corporate world and he wants to expand BWMC's presence, and make it more well established. With Dato' Francis at the helm of BWMC, we are inspired by his vision and goal behind BWMC's expansion.

Can you explain a little bit more about the consultation procedure?

Anyone who plans to do a surgery must start with a full consultation with focus on safety. It starts with a general assessment. If the patient has medical problems like diabetes or hypertension, the problem must be treated first. Once the patient's condition is stable, then we can proceed with the procedure, depending on what they want. We will then discuss in detail what we are trying to achieve, including the risks and complications involved. The patient may suggest a procedure and if it is suitable, we will go ahead. If the patient is uncertain, they will come back for another consultation.

In your opinion, what is compassionate care?

Like any other surgery, we look at the patient as a whole, and not as an object. After practicing for 40 years, clinically now, I do everything on my own, even stitching. I believe that to achieve the desired results, we need a good environment and this can be achieved with good teamwork and support from the staff.

Other than proper qualifications, what other qualities must a cosmetic surgeon have?

Every patient is different but what is most important is the trust factor between the doctor and the patient. At the end of the day, I am not just a doctor but a human being, who is able to communicate well with another human being. It is important that the patient feels comfortable, and this can be achieved through discussion. The human touch must be there. I try to engage with the patients as much as I can.

How do you keep yourself updated with the latest trends, in the aesthetics industry?

There are always new things to learn. I go for meetings, and conferences to keep myself updated with the latest advances. I also read a lot, and have discussions with my colleagues and friends.

What is your motto when it comes to work?

Having passion is important to me. I like working and sometimes it affects my social life. I work on weekdays, weekends and public holidays. My mobile phone is always on. Sometimes, I don't have time for myself, but it is my responsibility as a surgeon to be present for my patients, day or night.



DR. MOHAMAD NASIR ZAHARI

CONSULTANT PLASTIC, RECONSTRUCTIVE & COSMETIC SURGEON
 MBBS (MELB), FRCS (EDIN), MS (UKM)

PATIENT SATISFACTION IS THE MOST IMPORTANT. WE KEEP UPDATED WITH LATEST INFORMATION, COLLECT DATA AND SEE IF PATIENTS ARE SATISFIED. IF NOT, WE IDENTIFY THE ISSUES TO HELP US UNDERSTAND FUTURE PATIENTS AND HOW TO HANDLE THEM.

Practicing plastic surgeon since 1995, Dr Nasir began his medical career with Universiti Kebangsaan Malaysia. He joined Prince Court Medical Centre in 2007 as a Plastic Surgeon and was a visiting surgeon at Tawakal and Hospital Ampang Putri. He joined BWMC in 2012 as a Consultant Plastic, Reconstructive & Cosmetic Surgeon and was Medical Director until 2016. Dr Nasir's specialisation include facelift, liposuction, tummy tuck, breast surgery, cleft, craniofacial surgery and burns care.

He is registered with the National Specialist Register, Academy of Medicine of Malaysia and is a member of MAPACS.

What changes have you brought to the department since you joined BWMC?

I was one of the pioneers who set up the centre in 2012, together with a few doctors and management team. We started off with one centre in Kuala Lumpur. Since then, we have opened several centres in Johor Bahru, 3 Damansara and we have also expanded to Bangsar. Our latest centre is in Bangsar South. The projection is to build more satellite clinics all over the country to provide services nearer to our clients, and provide the centres with better opportunities and new procedures.

Should patients do research before visiting a cosmetic surgeon and why?

I think this is a must. Nowadays, most patients are well informed and it is important for patients to be careful. By researching the best centres, patients are able to make good decisions. BWMC is seen as the trendsetters and set a standard in medical aesthetics. Our centres are fully licensed by the Ministry of Health and our doctors are all licensed. We only use approved products and equipment and follow strict regulations to maintain a high standard of service, which in turn results in a better outcome and minimal complications. Our surgeries are performed according to industry standards.

Can you share your experience working with Dato' Francis?

He has been the driving force of BWMC and is very knowledgeable about the business. He is supportive of all the clinical aspects, even though he is not from the medical line and is willing to learn by attending clinical talks. Sometimes his medical knowledge surpasses other practitioners in the surgery and aesthetic field. He always encourage doctors to provide good service, and follow the proper procedures.

Please explain a bit more about consultation procedure?

There are a few layers. Firstly, the patient will call, e-mail, or WhatsApp. Sometimes they will ask basic questions or send photos. We will give them a basic consultation and assessment. Eventually, they'll come to visit us to share their concerns and go deep into what they are looking for. We will also assess their health status, whether they are fit for surgery. Once they have made a decision, we don't rush them into things, we give them the chance to digest the information. Some come from second consultation if they are unsure of details or want their partners to be present.

How do you address the patient's safety concerns?

Patients are rest-assured that all doctors are trained and certified by the board. We have years of experience. Our centres have Standard Operation Procedures (SOP), we have good equipment and our staff are well trained. We have aesthetics assistants who can give knowledge and reassurance to patients after they go home. With all this in place, the chances of patients developing complications is minimised.

Other than qualifications, what qualities must cosmetic surgeons have?

They must be able to communicate well with the patients. Cosmetic surgery is different from other medical procedures like heart or cancer surgery. After operation, we have to make them medically fit and the result may vary. You think you have done a good job, but the patient is unhappy, because that is not what he wants. Besides having good communication skills, doctors must also be able to differentiate who and what needs attention, so we can put things into perspective.

How do you keep yourself updated with the latest development in aesthetic medicine?

Customer satisfaction is of utmost importance to us. We collect data, and keep them updated with latest information, to ensure they are satisfied. We identify issues and learn how to handle future patients whose expectations differ from one individual to another.

What is the motto that you adhere to when it comes to work?

Work hard, but more importantly work smart. You must always maintain integrity, have good rapport with patients. That is how I make BWMC a place to come to for treatment and procedures.



**DATO' DR. DAVID CHEAH
SIN HING**
CONSULTANT PLASTIC, RECONSTRUCTIVE & COSMETIC SURGEON
MEDICAL DIRECTOR, BWMC JB

“THE PRACTICE OF AESTHETIC SURGERY IS EXACTLY LIKE ANY OTHER DISCIPLINES OF MEDICINE AND HENCE THE PHILOSOPHY MIRRORS IT. ALWAYS SAFETY FOR PATIENTS WITHOUT COMPROMISE AND COMPLETE DEDICATION”

Please briefly share with us your career background and your current role in BWMC.

My plastic surgery journey started with my training in the United Kingdom and then my appointment in the UMMC as Assoc Prof in the department of Surgery. I then worked as the resident plastic surgeon in the KPI Johor Specialist Hospital for 24 years, and as the Clinical Associate Professor of Surgery in the Monash University Medical School since its inauguration. I obtained an MBA from the University of Melbourne in 2010 and I am presently the Medical Director, Person in charge as well as the Resident Consultant Plastic, Reconstructive and Aesthetic Surgeon.

Typically, should the patient do research before visiting a cosmetic surgeon and why?

Absolutely. There is a wealth of information in the internet – regards procedures, outcomes, expectations, complications etcetera and researching these would give an overview of what to expect. There are however misinformation circulating, false testimony and dubious claims which adds to the difficulty of making a decision – BUT these will be sorted out and discussed with a consultation.

What changes have you brought to the department since you started at BWMC?

I was fortunate enough to be trusted to give the medical input to the planning of the JB Centre – right from the feasibility study, analysis of future demands, submissions for MOH approvals and be the pioneer surgeon in this enterprise. The emphasis is always on delivery of a high standard of service, unbiased medical advice and absolute safety in patient care.

Can you explain a little bit more about consultation procedures?

It starts with booking a consult through the phone or online. Each consult will take an average of about 15 to 30 minutes – some longer. The types of procedure or surgery will be discussed, options on choice of surgery, what to expect immediately after surgery, complications and duration of full surgery.

How do you address safety concerns that the patient may have?

As cosmetic surgery is usually done on well patients, there is this very real and pressing fear that the surgery may cause harm or irreparable damage. We can allay all these safety concerns with clinical precision – discussing risks of sedation, anesthesia, clear explanation of risks of complications and the steps to deal with them when it occurs.

Other than necessary skills and qualifications, what qualities should cosmetic surgeons have?

Qualifications and skills are absolutely necessary to differentiate one from the dark side of this service, many done illegally, escaping the radar of enforcement. An astute understanding of the patients' needs, what can be achieved from surgery to reach their aspirations and the ability to find balance to match needs, outcomes and aspirations.

How do you keep updated with the latest trends, updates, skills in the aesthetics industry?

The growth of this industry has skyrocketed to dizzying heights attracting bogus practitioners out to make quick bucks, and the only way to upend these is to be updated regularly with involvement of serious industry players like Beverly Wilshire Medical Centre, attendances to local and international conferences, meetings, workshops, webinars and contribute actively in learning and sharing of information amongst our colleagues.

What is your motto/philosophy that you adhere to when it comes to work?

The practice of aesthetic surgery is exactly like any other disciplines of medicine and hence the philosophy mirrors it – always safety for patients without compromise and complete dedication.



DR. SUZANNA MALIK

CONSULTANT ANAESTHETIST & CRITICAL CARE
MB BCH BAO (BRISTOL), MMA (UKM), MMC

“MY ROLE AS A CONSULTANT ANAESTHETIST IS TO ASSESS FITNESS OF CLIENTS BEFORE UNDERGOING SURGERY, ENSURING A SAFE ENVIRONMENT FOR THE CLIENTS DURING SURGERY AND TO ALSO ENSURE THE CLIENTS ARE COMFORTABLE POST-SURGERY UNTIL DISCHARGE.”

Please briefly share with us your career background and your current role in BWMC.

I obtained my medical degree MB,ChB (Bristol) in 1999 from University of Bristol UK. After housemanship and compulsory service I then started my anaesthetic career in 2003 as a Medical Officer in Anaesthesia at Putrajaya Hospital. This is where I initially trained to give 'gas' and managed the ill in ICU. Subsequently I pursued to do Masters in Anaesthesia and Critical care in UKM and graduated in 2009 with M.MED (Anaes). I worked as an Anaesthetic Specialist in Sungai Buloh Hospital and Serdang Hospital for 4 years until I was offered to do sessions in 2012 at Beverly Wilshire Medical Centre to assist with general anaesthesia for clients going for surgery. Later in the year I decided to join the family of BWMC as the Resident Consultant Anaesthetist.

How has things changed in the company today compared to when you first joined?

When I first joined, we only had 6 staff running the OT and 7 staff running the ward. It can be quite tight considering they have to work long hours to care for the patients. As the place grew our number of staff also increased. Now we have 14 OT staff and 14 ward staff running the every day to day show. Initially it was just working with Dr M. Nasir Zahari, later Dato' Dr Jalil Jidon joined BWMC and we had more cases and got busier. Despite the long hour surgeries, the positive high spirits of the surgeon and staff make it enjoyable and painless.

Can you briefly explain the role of a Consultant Anaesthetist?

My role as a Consultant Anaesthetist is to assess fitness of clients before undergoing surgery, ensuring a safe environment for the clients during surgery and to also ensure the clients are comfortable post-surgery until discharge.

What are the aspects of your role that you are most excited about?

Ensuring the safety of the clients during surgery and pain free is my upmost concern as I want to see them happy and satisfied with the procedure done as they are discharge from hospital.

What is the most important lesson you have learnt working at BWMC?

Working together as a team and listening to all team members is something not easily done but it is crucial to ensure the success for all surgeries especially when we are faced with difficult cases.

Professionally who would you say inspires you to go further in your career?

It would be my late father Dr Abdul Malik Abdullah who was a Paediatrician, his advice was "to always try to do and be your best"

How do you keep updated with the latest trends, updates, skills in the medical industry?

I usually attend the Annual Anaesthetic Scientific meetings, seminars and reading journals on the internet to keep myself updated with the latest Anaesthetic trend.

What is your motto that you adhere to when it comes to work?

My motto when it comes to work no matter how difficult it is, "I love my job"



DR. WONG CHEE HIN
AESTHETIC MEDICAL PRACTITIONER
MBBS (UM), AARAM (USA), MMC, AAAM



PATIENTS NEED TO BE TOLD AND EXPLAINED OF THE RISKS AND POSSIBLE SIDE EFFECTS OR COMPLICATIONS THAT ARE ASSOCIATED WITH ANY PROCEDURES RECOMMENDED TO THEM. PRACTICE EVIDENCE-BASED MEDICINE IS THE BEST APPROACH TO ADDRESS THIS ISSUE.

Please briefly share with us your career background and your current role in BWMC.
I graduated from University Malaya in 1992 with a MBBS degree and one of the pioneer group of doctors in Malaysia to be LCP certified and has been practicing aesthetic medicine for almost 15 years. I joined BWMC as an Aesthetic Medical Practitioner in 2013 and currently seeing and taking care of patients in BWMC KL and Beverly Wilshire Clinic at 3 Damansara Branch.

Typically, should the patient do research before visiting the aesthetic medical practitioner and why?
Yes, it is desirable to do a research on the aesthetic medical practitioner before visiting the doctor. The experience, skill and qualification of the Aesthetic Medical Practitioner are extremely important to deliver optimal results and avoid complications in any procedure performed.

Can you explain a little bit more about consultation procedure?
Consultation procedure with a client is the most important step in the treatment of a client and to build a long-term client. Good rapport and relationship must be built with clients through proper consultation on the needs of the clients, assessment and examination of the clients, advising and recommending procedures and treatment that is best suited to the client's requirement and budget.

How do you address safety concerns that the patient may have?
Patients need to be told and explained of the risks and possible side effects or complications that are associated with any procedures recommended to them. Practice evidence-based medicine is the best approach to address this issue.

What are the aspects of your role that you are most excited about?
I am excited to be able to contribute to the expansion of BWMC.

Other than necessary skills and qualifications, what qualities should aesthetic medical practitioners have?
Good communication skills, caring and friendly attitude towards all the patients and being humble to learn and upgrade your skills.

How do you keep updated with the latest trends, updates, skills in the aesthetics industry?
By continuous medical education through attending seminars, conferences, workshops training locally and internationally. I also update myself by doing research and reading on the aesthetic subject regularly.

What is your motto that you adhere to when it comes to work?
Customers come first. Whatever plans for a patient should be in the best interest for the patient. Enjoy your work and be the best you can be in your work.



DR. JINLY WONG
AESTHETIC MEDICAL PRACTITIONER
MB BCH BAO (IRELAND), AAAM (USA), MMC, LCP, MMA

IT IS IMPORTANT THAT DOCTORS HAVE THE RIGHT SKILLS, THE PRODUCTS USED ARE SAFE, AND PATIENTS GET ACCURATE INFORMATION BEFORE DECIDING ON THE AESTHETIC TREATMENT. I WORK WITH EACH OF MY PATIENT INDIVIDUALLY TO ADDRESS THEIR SAFETY CONCERNS AND FOLLOW CURRENT GUIDELINES AND PROTOCOLS FOR SAFE PRACTICE.

Please briefly share with us your career background and your current role in BMMC

I had worked in several government hospitals and health institutions practicing internal medicine in health wellness, disease prevention and treatment of chronic illnesses before joining aesthetic practice. Prior to joining BMMC, I served in several aesthetic clinics in Kuala Lumpur and am fully accredited to perform aesthetic procedures such as laser treatments, Botox, dermal fillers, thread-lift, and non-invasive face lifting procedures.

I am currently the Medical Director at Beverly Bangsar Clinic, Kuala Lumpur.

Typically, should the patient do research before visiting the aesthetic medical practitioner and why?

Yes, I think it is good to do your own research before putting your idea into action and seek clarification during your consultation with your doctor. It is important to research and find a qualified practitioner with whom you can build a relationship based on trust.

Can you share your experience working with Dato' Francis?

It has been great working with Dato' Francis as he sets high standards for productivity, professionalism and communication. He is an excellent leader and I am grateful to be a part of this company.

How do you address safety concerns that the patient may have?

It is important that doctors have the right

skills, the products used are safe, and patients get accurate information before deciding on the aesthetic treatment. I work with each of my patient individually to address their safety concerns and follow current guidelines and protocols for safe practice.

What are the aspects of your role that you are most excited about?

Addressing aesthetic concern of my patient and delivering excellent aesthetic outcome is exciting and fulfilling. Seeing the improvement that can be made to a person's appearance using aesthetic procedure is exciting. It is extremely satisfying to witness my patient's reaction of seeing her younger, fresher and more beautiful profile after injections or treatments.

Other than necessary skills and qualifications, what qualities should aesthetic medical practitioners have?

I always believe that a good aesthetic medical practitioner should be open and honest with patients in their care and have their patients' best interests at heart. Being able to trust your doctor and communicate well is extremely important. Another essential component is having passion in what you do. Passion at work helps to develop a 'better you' in terms of skills, knowledge and outcome.

How do you keep updated with the latest trends, updates, skills in the aesthetics industry?

I believe it is essential to regularly take part in seminars, talks and conferences to maintain and develop my competence and performance across the full range of my practice. Another

great way to keep myself updated is by reading latest scientific papers on aesthetic treatment. I believe that my patients deserve treatments and products based on the best available up-to-date evidence about effectiveness, longevity and side effects.

What is your motto that you adhere to when it comes to work?

I always have my patient's best interest at heart and seek to achieve realistic treatments outcomes. In short, I adhere to the highest safety standards possible without compromising the outcomes.



DR. HANNAH GOH
AESTHETIC MEDICAL PRACTITIONER
MD (USM), DAM (USA), INT. FELLOW OF KOREAN COLLEGE OF
COSMETIC SURGERY

I ALWAYS TAKE EXTRA PRECAUTIONARY STEPS DURING THE ADMINISTRATION OF TREATMENT FOR CLIENT AND INSTRUCT PROPER POST TREATMENT CARE TO ENSURE THE SAFETY OF CLIENT. ANY CLIENTS WHO HAVE DONE TREATMENT WITH US ARE WELCOME TO CONTACT US AT ANY TIME TO GET FURTHER ADVICE.

Please briefly share with us your career background and your current role in BWMC.

With 9 years of experience in Medical field and over 5 years focusing on Aesthetic, I am is passionate about the latest cosmetic medical and anti-aging medicine. My thirst for knowledge in my field has led me to gain exposure if renowned professionals and specialists from international background around the globe such as Dr. Kyungjin Kang (Safi Kang).

I am currently the head of Aesthetic Department in Beverly Wilshire Medical Centre (JB).

Typically, should the patient do research before visiting the aesthetic medical practitioner and why?

Yes, indeed I encourage clients to do research before they meet with doctor because there are vast treatments available in this market. Consulting with a doctor will ensure the best treatments will be advised to tackle their needs. Clients can also share about their desires and expectations by doing prior research before the treatment.

How has things changed in the company today compared to when you first joined?

Since I joined Beverly, the team has gotten larger and continues to grow. We always offer the latest services to our clients and ensure patient's comfort.

Can you share your experience working with Dato' Francis?

It is a great pleasure working with Dato' Francis

and the team. He is a visionary leader and always encourages staff's development and strengthens our team. There is much to learn from such an exemplary leader.

Can you explain a little bit more about consultation procedure?

When the client first walks in, my duty as a doctor is to listen to their concerns and expectations. I will then tailor a plan to suit their needs and recommend the most efficient treatment. Necessary tests will be performed such as Skin Analysis to check the skin's condition and further clarify any issues. Last but not least, I will explain in detail about each treatment so that client can make a clear decision.

How do you address safety concerns that the patient may have?

I always take extra precautionary steps during the administration of treatment for client and instruct proper post treatment care to ensure the safety of client. Any clients who have done treatment with us are welcome to contact us at any time to get further advice.

Other than necessary skills and qualifications, what qualities should aesthetic medical practitioners have?

As with all medical practitioners, being passionate is what keeps you burning the midnight oil. Being patient and approachable so the clients are able to share truthfully about their condition. It's also important to be able to communicate well with clients and to understand their needs by asking the right

questions. Be passionate, be patient and most importantly be able to communicate well with clients and understand their needs.

How do you keep updated with the latest trends, updates, skills in the aesthetics industry?

Besides going for conferences and products training locally, I attend the aesthetic world congress annually, in order to gain exposure with international renowned professions and keep myself up to date with latest trend in aesthetic industry.

What is your motto that you adhere to when it comes to work?

Everyone has unique view of beauty and I always tailor the treatments plan according to client's needs.



DR. CHANELLE LEE
GENERAL & AESTHETIC DENTAL ASSOCIATE

“I WOULD SAY TEAMWORK IS VERY IMPORTANT IN OTHER TO HAVE GOOD PATIENT OUTCOME. IN BWMC WE HAVE A GROUP OF EXPERTISE WHO CAN WORK CLOSELY TOGETHER WITH A COMMON GOAL TO PROVIDE THE BEST FOR OUR PATIENTS. WE MONITOR OUR PATIENTS CLOSELY AND FOLLOW-UP WITH THEM AFTER TREATMENT.”

Please briefly share with us your career background and your current role in BWMC.

I obtained my Bachelor of Dental Surgery (B.D.S) from Penang International Dental College in the year of 2014. Upon graduation, I worked as a Dental Officer in the Ministry of Health, Malaysia in Kedah for 5 years. During the period of five years, I have worked along with other specialists that allowed me to practice all aspects of dentistry and to serve people of diverse cultures. I joined BWMC as its sole permanent dental surgeon in 2019 and I am in charge of the overall running of BWMC dental division.

How has things changed in the company today compared to when you first joined?

I have put in effort in the department to give patient holistic treatment planning, especially in the field of general and aesthetic dentistry. I can see that we are moving forward tremendously to provide the latest and best treatment for our clients. The number of patients has increased substantially since I joined the department.

Can you explain a little bit more about consultation procedure?

We constantly received patients' inquiries from email, WhatsApp and phone calls. We will reply to our patients concern as soon as we receive the enquiries. Patients request and expectation is our utmost concern. Most of our clients are on appointment basis. During the initial appointment, we will gather information of the patient, listen to their dental needs and formulate a comprehensive treatment plan for them. We will work closely with our in-house

specialists from different specialties to cater for various dental treatments.

How do you address pain management concerns that the patient may have?

Pain management is a vital issue in the practice of dentistry. It's important to provide painless dentistry to our patient and ensure a positive experience in our clinic. Moreover, any patients who have dental fear or undergo any major procedures will be treated by our experienced anaesthetist with local anaesthesia to ensure their comfort.

What are the aspects of your role that you are most excited about?

I love meeting patients from all over the world! I am glad to be able to fix and resolve their dental needs. I am responsible for coordinating patients who need multi-disciplinary management.

What is the most important lesson you have learnt working at BWMC?

I would say teamwork is very important in other to have good patient outcome. In BWMC we have a group of expertise who can work closely together with a common goal to provide the best for our patients. We monitor our patients closely and follow-up with them after treatment.

Other than necessary skills and qualifications, what qualities should a General & Aesthetic Dental Associate have?

Besides skills and qualifications, communication skills are very important in providing proper treatment with best treatment outcomes for

general and aesthetic dentistry. We need to have patience and listen well to our patients' desire and expectation and cater the best treatment for them.

Professionally who would you say inspires you to go further in your career?

I am very grateful and blessed to have met many good mentors in my life where I can learn and gain a lot of knowledge and experiences from them. There is no single person. I see all of them as my inspiration. I learn the good and the not so good from everyone I meet and I become better each day that grown me to whom I am today.

How do you keep updated with the latest trends, updates, skills in the dental industry?

Learning is a never-ending journey as a practicing dentist. I routinely attend continuous professional development course locally and abroad. I want to keep myself updated and am on par with the latest development in the practice of general and aesthetic dentistry.

What is your motto that you adhere to when it comes to work?

Dentistry is my profession, but people are my focus.



HOWARD NG
EXECUTIVE DIRECTOR

Howard Ng graduated with a Bachelor of Economics from University of Western Australia. He has led a colourful career path with over 20 years' experience in management of various businesses including Property Development, Fast Moving Consumer Goods and Information Technology. He is also experienced in agricultural and mining industries. Previously working for Tropicana Danga Cove Sdn Bhd as Senior General Manager, he is now the Executive Director of BWMC, where he manages day-to-day operations and execution to achieve strategic operational initiatives.

What are your current goals for BWMC and for yourself?

I am steering BWMC to be an Integrated Medical Care Group. We want to provide our clients with multiple specialist medical care as they age through various stages of life. From aesthetics, cosmetic surgery to healthy aging therapies, we provide our clients with medical solution to maintain an active lifestyle in their later years. We have just established an Orthopaedic department and are looking forward to introduce Pharmacogenetics and more extensive Bariatric surgeries in the future.

My goal is to see BWMC group successfully grow into a household name that provides specialist medical care for everything related to aesthetics and healthy aging.

How has things changed in the company today compared to when you first started?

When I joined in 2017, the order of the day was to have a more inclusive company culture for all my staff. Employees at every level are encouraged to voice out and participate in company dialogues. We are creating a company culture where staff are given opportunities to have a long term career with us, and are remunerated well, with continuous professional training, and grow to become a part of the BWMC family.

Can you share your experience working with Dato' Francis?

After years of working with Dato Francis, I have learned to be pre-emptive and proactive in tackling any issues in any situation. Ground work and homework must be done, to analyse the situation, explore all mechanism to provide solutions and have a backup plan in case the solutions don't work out. BWMC is a very family oriented style business, so our conversations on business moves back and forth from office to home all the time. We never switch off our minds on business.

What are your proudest achievements?

Since coming onboard, BWMCJB has been my initial focus in management. I am proud to see BWMCJB grow into a solid team that is cohesive and cooperative with each other. We recorded the highest sales last year with RM8.3 million and that's the record since 2014 when we first opened. Back in KL, it is about nurturing a different culture for the company. Similar to what I did in JB, we are striving to pull people together, and make them part of a bigger picture. We have seen the fruits of this already, and people are becoming friendlier, more cooperative and more cohesive -- and I am proud of this.

Professionally, who would you say inspires you to go further in your career and achieve more for BWMC?

I am very much a 'Lead by Example' and 'Do What I Do' leader. I get in at 9am every morning. I expect people to be on time and to be committed. We work at solutions together. If there is a problem, rather than fingerpointing, we solve it as a team and work to ensure that we don't repeat it. I believe in moving forward, always together, always forward.

Over the years working at BWMC, what is the most important lesson you have learnt?

The lesson that I've learnt is that no person is an island. Without the cohesiveness of a team, corporation and communication of the team, everything breaks down. Everyone needs to play a part. Seniors need to look out for juniors. Without the auntie who makes tea, nurses who take care of patients, frontline staff who greet the customers and drivers who send clients to the airport, this place would not be functional. Everyone's role, big or small plays a vital part.

What is your motto when it comes to work?

In work and life, if you want to be the best at what you do, you need to immerse yourself totally. Read about it, talk about it, think about it, sleep on it. It almost takes over your whole life. When you wake up, it's all about that topic - so for this business, how to provide a desirable service, a better product, better service, our branding, how do we reach our customers. You have to throw yourself in and commit whole heartedly and that's how you get better all the time.

IF YOU WANT TO BE THE BEST AT WHAT YOU DO, YOU NEED TO IMMERSE YOURSELF TOTALLY. READ ABOUT IT, TALK ABOUT IT, THINK ABOUT IT, SLEEP ON IT. YOU HAVE TO THROW YOURSELF IN AND COMMIT WHOLE HEARTEDLY AND THAT'S HOW YOU GET BETTER ALL THE TIME.



ALEXANDER NG
GENERAL MANAGER
HEAD OF SALES & MARKETING

After graduating with a Bachelor of Commerce from Monash University, Australia, with a triple major in Accounting, Finance and Economics; Alexander Ng went on to work at a boutique property development & consulting firm in Melbourne's CBD as a Business Development Manager. Specialising in 'end-to-end property solutions' for Chinese nationals looking to invest their money in what was, at the time, Australia's booming property market. Thereafter, he migrated back to Malaysia to join Beverly as the General Manager and to head the Sales & Marketing Department. He is currently responsible for all aspects of branding development across both digital and conventional marketing platforms, sales performance management, cost management, corporate exercises including Mergers & Acquisitions and general business development.

What are the top three challenges of the marketing team in promoting the BWMC brand?

The first challenge would be brand awareness. Here at Beverly, we are committed to building our brand into becoming a household name and when Beverly first started operating it was in a fragmented niche market. Seizing on this opportunity, today we have developed our brand into becoming one of the most recognizable names in the medical aesthetics industry. We always strive to maintain our position as the industry benchmark and market leader of our sector; the 'gold standard' of the medical aesthetics industry. We live and work by our motto of making people "look as good as they feel, feel as good as they look™"

The second challenge is the lack of consumer education about our value proposition. We offer a range of services that are found in both general hospitals (surgery, healthy aging) and clinics (aesthetics, dental), however neither of them offers the full range of services under one-roof unlike Beverly. Therefore, we do not have a direct competitor but instead indirectly compete in both market segments. The difference between us and general hospitals are that we specialize in cosmetic surgery which focuses on the enhancement of features, whereas hospitals focus more on reconstructive surgery. Conversely, the difference between us and aesthetic clinics are that we are a Licensed Hospital accredited by the Ministry of Health and therefore operate at a much higher compliance with regards to client safety and medical facilities than clinics do. Here at Beverly, we believe that client safety is our utmost priority followed by achieving the best clinical outcomes for our clients.

The third challenge is how do we differentiate our centre from our competitors. Here at Beverly, our two main points of differentiation comes firstly in the form of the experience, credibility and skill of our doctors and secondly ensuring that all clients receive the highest level of attentive service and personalized attention from our

staff. Our doctors are masters of their craft, having spent decades honing their experience and skills to produce the best clinical outcome possible for our clients. All of our cosmetic surgeons are registered with the National Specialist Registrar (NSR) and all our aesthetic doctors hold their License of Credentialing and Privileging (LCP). Unlike some of our competitors, here at Beverly we ensure our doctors are more than fully qualified in order to adhere to our strict policy of the prioritising client safety and best clinical practice.

What are the strategies implemented by the sales and marketing department to help drive business and create awareness for BWMC?

We deploy omnichannel marketing campaigns that utilize both conventional and digital marketing platforms in order to target the entire spectrum of potential clients for our services. An integrated marketing approach is crucial in today's marketing environment in order to build brand trust, as the modern consumer is naturally sceptical. We find that repetition marketing through different campaign approaches across multiple platforms, both offline and online, is the most effective way to build awareness and consumer confidence in our brand.

What are some aspects of your role that you are most excited about?

The ability to create. The freedom to conceptualize an idea, plan out its execution and carry it to fruition. The sense of satisfaction in seeing campaigns that have been meticulously planned coming to life is one of the most rewarding aspects of my role in Beverly.

Can you share your experience working with Dato' Francis?

Prior to joining Beverly, I was given an ultimatum; to stay in Australia and build a career and life of my own OR to come back to Malaysia and work with my dad in Beverly. Now, while some of us would like to believe that our superiors and bosses have our best interests at heart; there isn't anyone in this world that wants to see you succeed in your life AND has more of a vested interest in your personal success than your parents. Once I thought along those lines, the choice was an easy one to make. I was determined to learn, absorb and emulate as much as I could from my dad, that had more than half-a-century of knowledge, experience and expertise in building multibillion-dollar companies. If I was able to compress the learning period of all that knowledge into five or six years, I knew that my value to Beverly or any company in the future would be so much greater than if I had stayed in Australia and continued to build a life of my own. The breadth of exposure that I have received while working in Beverly pales in comparison to anything that I could have received working in Australia. My dad has been a great mentor and source of inspiration, motivation and perseverance to me and I still learn from him every day.

WHAT IS YOUR MOTTO IN LIFE? NEVER FEAR FAILURE, FOR FAILURE IS BUT THE FIRST STEP ON THE PATH TO SUCCESS.

How would you describe your leadership approach when it comes to managing people?

I am an empowering leader, as I abide by the philosophy of training employees well enough so they can leave but treating them well enough so they themselves don't want to. I firmly believe in hiring those that are smarter than me to advise me on strategic decisions in the advancement of the company and building our brand. I encourage my team to make their own decisions on what actions should be implemented in the company's best interest; even if those decisions fail, I do not blame the individual that made the decision as the responsibility of the failure falls on me as their superior. We take it as a learning experience on what went wrong and how we can avoid the same mistakes in the future. At the end of the day, we are a (relatively) small company and we work as a family.

Over the years working at BWMC, what is the most important lesson that you have learnt?

The analogy of building a successful business is to treat it like a marathon, and not a sprint. Everything that we do should contribute towards a bigger objective. Every goal that we set for ourselves should aim towards a higher aspiration. If you try build a company in a rush, it might work but it will not be sustainable. Taking time to make the right decisions and talking through scenarios are some of the lessons that I have learnt the hard way.

What is your motto in life?
Never fear failure, for failure is but the first step on the path to success.



RUBHEN NAIR
 ASSISTANT GENERAL MANAGER
 CLIENT SERVICES, BUSINESS DEVELOPMENT AND DENTAL
 OPERATIONS

A graduate of University Putra Malaysia, with a degree in Biotechnology, Rubhen Nair Pradunman began his career training with Citibank in 2009 before joining the Ministry of Health a year later in the department of human resource and training. As a member of the pioneer Malaysia Healthcare Travel Council team, he was instrumental in promoting Medical Tourism in Malaysia from 2012 to 2017. With vast knowledge and experience in developing new markets in the healthcare industry, he was quickly promoted in BWMC as Senior Manager in International Marketing in 2017, to become the Head of Sales & Marketing in 2018. He is now the Assistant General Manager, focusing on Client Services, Business Development and Dental Operations.

How has things changed in the company today compared to when you first joined?

Back in 2017, our company was more segmented with a smaller team and a narrow approach when it comes to implementing strategies. Now in 2020, as a public listed company in the Singapore Stock Exchange, we employ group strategy with a bigger and stronger teamwork involving a highly experienced team of professionals to drive the business in different areas, and are poised for business success and expansion.

What changes have you brought to the department since you started heading it?

With my previous experience and knowledge, I have increased the international market segment revenue by 35%. Today, we have more agents who promote and refer clients to us, and more partners working with us. A year ago, we successfully turned the dental business around with stronger teamwork and strategy, into a profitable business. We also developed a stronger customer service team to support our business expansion plans.

Please share your experience working with Dato' Francis?

There is a lot to share about Dato' Francis. At the age of 73, the intensity he brings to the table is something I envy. I have learnt a lot by shadowing him and emulating his thoughts (almost). With years of experience working in the corporate field, he has a bird's eye view in managing projects and challenges. Dato Francis is great in decision making, problem solving and macro view management. He is always guiding and sharing his views on business matters, which is something I have learnt to generate continuous improvements.

BEING IN THE SERVICE INDUSTRY, THE CLIENT ALWAYS COMES FIRST. NEXT IS TO PROVIDE QUALITY HEALTHCARE SERVICES, FOLLOWED BY EXCELLENT CUSTOMER SERVICE. THESE THREE ARE VITAL FOR BWMC.

What are the 3 key points BWMC adheres to when it comes to providing services to clients?

Being in the service industry, the client always comes first. Next comes providing quality healthcare services, followed by excellent end-to-end client services. These three areas are important for BWMC.

How would you describe your leadership technique and what do you consider vital when it comes to managing people?

Being one of the youngest in the senior management team, I see leadership as having clear communication on the tasks, vision and goals of the company with fellow colleagues to get them onboard for each and every business activity. Lastly, team work is crucial. I believe in engaging my team with a bottom up approach to harness the best ideas from them, and treating them as friends.

What is the most important lesson that you have learnt since working at BWMC?

The chairman's request for me to take on a bigger role, helped me to see more than just one component of the business. It helps me to understand the whole spectrum of managing the business, from finances to revenue planning and profitability. This job also gives me an opportunity to learn beyond my experiences and unexplored areas such as legal, licensing and P&L.

Professionally who would you say inspires you to go further in your career?

I am always a team person and the continuous support of my team drives and inspires me to go further. Without the backing of my senior managers and my dear colleagues like Dev Suriyan, Amrit Kaur, Zety Harnisha and others, I would not be able to stand where I am today. I relate to the famous motivational speaker 'Simon Sinek' who said you must first focus on your 'WHY' to drive your passion at work or life.

What is your favourite motto when it comes to work?

For me, integrity, honesty and trust are fundamental qualities which earns you respect at work, or in the personal space. These are vital qualities that contribute to your team growth as they are the ones responsible for taking care of clients. I also believe in treating other as how you would be like to be treated.



AGNES CHIEW
SENIOR FINANCE MANAGER

Agnes Chiew is an Association of Chartered Certified Accountants (ACCA) certified Chartered Accountant and a member of Malaysian Institute (MIA), with 16 years experience in accounting and finance. Starting her career in a professional accounting and audit firm, she was responsible for corporate and personal tax-related matters in the Tax Division, and she also held a managerial position in the Audit division.

With 11 years' experience in professional accounting and audit, she went on to work as finance manager in a listed company. After meeting Dato' Francis and getting a job offer from him, she joined BWMC in 2018 as Senior Finance Manager, where she was responsible for the company's finance, merger and acquisition projects, corporate listing exercise, human resource and procurement.

What are some of the values contributions in your career development, which led to your current position?

Integrity, positive synergy and self-improvement are always my keys to success. It is about being able to work under pressure, able to take criticism and channel it to positive synergy. I also have a relentless drive to complete the tasks given. Integrity and positive work ethics complement the nature of my work, as well as hard work, discipline and frugality.

How has things changed in the company today compared to when you first started?

Compared to when I first started, today we have a stronger company culture and a better working environment, with effective, high-level communication and collaboration with the team members across the board.

What changes have you brought to the department since you headed it?

I always believe in building a good working environment to improve productivity and efficiency. As the organisation's financial guardian, I focus on cost optimisation by implementing transparent finance processes and internal control to avoid wastage. I also develop cross-culture operational communication with multiple divisions. By balancing job segregation, structured processes and teamwork amongst all colleagues, we have improved our team productivity. I have also implemented a series of processes to improve better governances in finance, HR, Inventory Control and Procurement.

What are some aspects of your role that you are most excited about?

One of the most valuable contribution and achievement of BW Group employees is that we have successfully completed the corporate listing exercise to push BW Group to another level. I would like to take this platform to thank Dato' Francis, because without his help and guidance, we will never reach this level. Even though he said this is only the beginning and more efforts are needed to create sustainability.

Can you share your experience working with Dato' Francis?

Dato' Francis is a visionary and charismatic leader who always see the business potential with great entrepreneurial insights. He is a well-respected leader who has inspired many of our staff. I feel lucky to have a great mentor in Dato' Francis who has imparted a lot of value and benefit to the organisation. I always believe a great leader can make a big difference and Dato' Francis is a leader who takes the whole organisation to the world stage.

What is your leadership strategy when it comes to managing people?

To me, I believe that effective leadership is derived from good ethical beliefs by respecting the rights and dignity of others. We should treat others as how we would want to be treated, always appreciate those who lend a hand, and not forgetting to help those who are in need. Even as society progresses, these are the values that will never fade in time.

What is the most important lesson you have learnt by working in BWMC?

Working in the medical industry has taught me to observe a healthier lifestyle. The recent global disease outbreak has taught us to value health and safety as one of the most important components of life.

What is the motto you adhere to when it comes to work?

Uncompromising on integrity, with a positive attitude and self-improvement are the core values that enable me to continue pursuing my goals without giving up. I would rather be known in life as an honest sinner, than a lying hypocrite.



“WHAT I CAN SEE TODAY IS A STRONGER COMPANY CULTURE WHICH HAS BEEN ESTABLISHED. THERE IS ALSO A BETTER WORKING ENVIRONMENT AND AT BW COLLABORATION AND COMMUNICATION ACROSS THE TEAM ARE AT VERY HIGH EFFECTIVE LEVEL.”



CLARE TEOH
SENIOR OPERATIONS MANAGER

I AM A FIRM BELIEVER OF LEADERSHIP BY EXAMPLE. WHEN YOUR TEAM SEES THE ENERGY AND POSITIVITY IN YOU, IT WILL NATURALLY RUB-OFF ON THEM. I ALSO BELIEVE THAT IT IS IMPORTANT FOR ME TO BE APPROACHABLE, ESPECIALLY WHEN THE STAFF HAVE ISSUES WHICH REQUIRE ASSISTANCE OR GUIDANCE.

Starting off as a flight attendant for Singapore Airlines and Silk Air, Clare was appointed cover ambassadress for Silk Air, and conferred the Service Excellence Award. After her flying days, she took up management roles in different industries including hospitality, F&B, trading, event management and IT. She was part of the pioneer team involved in setting up BWMC in 2011. She concurrently undertook multiple functions including acting as PA to Directors, licensing, office administration, support and facilities services, inventory and storekeeping, procurement, housekeeping and F&B for events and patients. As the business grew, some of the functions were relegated to other departments. Clare is now the Senior Operations Manager, overseeing the day-to-day operations of the medical centre, and is directly responsible for the set-up of the new centre, coordination and licensing, facilities & biomedical maintenance, support services, IT, F&B and miscellaneous administration work.

What changes have you brought to the department since you heading it?

From the early days since the initial processes were put in place, I have adhered to a reiterative cycle of streamlining and improving our day-to-day operations. Redundant processes have been removed to ensure the team is more agile and responds quicker. This is part of my objective to get the team to be more dynamic and to address operational issues at hand.

How would you describe BWMC's company culture and what measures did you take to enhance this?

I would describe BWMC as a result-oriented company. Everything is done with the end in mind. I believe in the notion of doing things right the first time, rather than repeated fixes. This helps to ensure that no effort or time is wasted, but rather channelled towards beneficial initiatives beneficial for the company.

As Senior Operations Manager, how do you motivate your staff to adopt new processes to achieve BWMC's objectives?

One of the key challenges is overcoming human resistance. From the beginning, I engage staff to ensure he/she understands the objective for adopting a new process. Change is much easier when those involved buy-in the idea for change. I have prior experience as a counsellor; therefore I have a good grasp of human behavioral traits and how way to circumvent them. I frequently check on them to ensure they do not have to face the issues alone. I share words of encouragement to keep them positive when dealing with their daily tasks or difficulties. Due credit and recognition is also given to recognize the effort and contribution of each member. When the team feels valued, naturally they will go the extra mile, and this is beneficial for the company as a whole.

How do you monitor performance and measure the success of your team?

Firstly, I align their KPIs to the organization's goals. They have to work towards satisfying the customers needs:

both external and internal. External customers refer to our patients and clients, while internal customers refer to BWMC personnels. I regularly crosscheck with other BWMC functions to gather feedback whether they are lacking any support. This is to measure the verifiability by example or situation, and not just generalization. The we conduct a post mortem and get-well plan which links back to the reiterative cycle of improvement mentioned earlier.

How would you describe your leadership technique when it comes to managing people?

I am a firm believer in leadership by example. When your team sees the energy and positivity in you, it will naturally rub off on them. I also believe that it is important to be approachable, especially when others have issues which require assistance or guidance.

What aspects of your role are you most excited about?

I take pride in what I do, as my role involves keeping the back office and support function ticking. I am most passionate about my responsibilities such as ensuring the facilities/layout compliance, and concluding the license application/renewal in a timely manner with the Malaysia healthcare authorities such as MOH and CKAPS, without which BWMC will not be able to operate in this regulatory controlled industry.

This is especially so, considering our rapid expansion plans in multiple centers within our current and projected portfolio, whereby licensing and center readiness in term of facilities and layout compliance are to be adhered to. The delicate task of coordinating and balancing between business stakeholders' requirements, contractor deliverables and regulatory compliance is challenging but extremely satisfying.

Can you share your experience working with Dato' Francis?

Dato' Francis is a very experienced and dynamic person who shares the same attention to details and result-oriented approach as myself. He never stops until he has exhausted all the possible options to achieve the desired result. He frequently reminds us to put ourselves in position as the business owner of BWMC and what we want best for the company. I am grateful that he has entrusted me with this responsibilities and provides me the opportunity to grow with the company since its establishment, and looking forward to more exciting times ahead with M&A expansion plans.

What is the motto that you adhere to when it comes to work?

I drive myself hard by telling myself that what I am doing is still not good enough. That keeps me on my toes to deliver excellence to the best of my ability while ensuring others do not get left behind. As the late Steve Jobs once mentioned: great things in business are never done by one person, they're done by a team of people. This resonates well in any organization and I take it to heart to ensure we work as a team to scale greater heights.

THE FACES BEHIND BEVERLY WILSHIRE MEDICAL CENTRE



DATO' DR ABDUL JALIL
Consultant Plastic, Reconstructive & Cosmetic Surgeon



DR MOHAMAD NASIR
Consultant Plastic, Reconstructive & Cosmetic Surgeon



PROF DATO' DR DAVID CHEAH
Consultant Plastic, Reconstructive & Cosmetic Surgeon



DR SUZANNA MALIK
Consultant Anaesthetist & Critical Care



PROF DR CHIN SZE PIAW
Consultant Physician & Cardiologist



DR WONG CHEE HIN
Aesthetic Medical Practitioner



DR ELAINE CHONG
Aesthetic Medical Practitioner



DR JINLY WONG
Aesthetic Medical Practitioner



DR HANNAH GOH
Aesthetic Medical Practitioner



DR JOYCE LIM
Consultant Dermatologist



DR KENT WOO
Consultant Allergist & Immunologist



DR CHUA KOK SENG
Consultant Anaesthetist & Intensive Care



PROF DR JOHN GEORGE
Consultant Musculoskeletal Radiologist



DATO' DR BADRUL AKMAL HISHAM MD YUSOFF
Consultant Orthopedic & Arthroscopy Surgeon



DR DATESH DANESHWAR
Consultant Urologist



DATO' DR MOHD NOOR AWANG
Consultant Oral & Maxillofacial Surgeon & Implantologist



DR RYAN RAJINDERPAL SINGH
Consultant Orthodontist



DR CHANELLE LEE
General & Aesthetic Dental Associate



DR TAN WEE KEE
Consultant in Orthodontics & Oral Implantologist



DATIN DR NORMA ABDUL JALIL
Consultant Oral Surgeon & Implantologist



DR ARLENA LEE
Consultant Aesthetic Dental Surgeon



Beverly Wilshire Medical Centre KL



Beverly Bangsar Clinic



Beverly Wilshire Medical Centre Johor Bahru



Beverly Wilshire Clinic 3 Damansara



COUNTRY BRANDING SERIES: AN EPOCH OF BRANDING EXQUISITENESS



“
Imagination is the pulse of innovation. As a new calendar year takes effect at the dawn of a future-poised decade, the Sage of Country Branding reveals the vision he foresees in his heart. A must-read for all those who wish to play an active part in shaping the future via effective Branding!
”

A DENOTATION REFRESHED **A NEW AEON**

The year is 2020. I have heard this line, or versions like it, so many times in fiction since I was a youthful lad. The feeling of being alive to actually witness the spanking new turn of the decade is beyond words. In my younger days, my imagination of this emblematic New Year was so different. I am sure I am not alone in this as each and every one of you would have also had your own dream of how this new age would be like.

In my mind's eye, I saw a world that was far more advanced than it is today, and more civilized in that there were no more wars, famine and suffering. Perhaps somewhere along the way, my imagination, aspirations and wishful thinking got mixed up.

“The future is not just about technical advancements. If it were, how could we still discover great and even unexplainable technology from the past that became lost and forgotten with time?”

But I can boldly say that my aspirations for Branding did come to pass. Branding is no longer just an unexciting word in the dictionary that carries a distant meaning to most. No, it has become personal and integral in the most agreeable of ways! A greater percentage of the populace responds to the notion more readily today than when I first ventured into this domain to solidify it in the annals of time. And I am greatly enamoured by this. After all, as you readily know, I love Branding!

“The future is actually about hope. Hope for betterment. Hope for the realization of dreams. Hope for brighter days. Hope to become that improved person. Hope to change the world for the better. And hope that whatever we set out to do today will bear fruit in time to come.”

A DREAM REALIZED ENTRENCHED AFTER ALL

Imagine hope becoming realized. It is a feeling that is hard to express but deeply appreciated. Truth be told, I am overwhelmed at the responsiveness of the world at large these days to the notion of Brands and Branding. The perception of Branding itself has come a long way since the days of mere advertising, marketing and promotions.

Astride with the advancements of the times, Branding has become somewhat of a science. The importance of it – be it on a personal level, as an establishment or even as a country, cannot be undermined in any way. And the fact that many has come to realization about this, as well as greater appreciation of awards and recognitions, not just on a personal or organizational level but regionally and globally too.

“I dreamt of a world that exceeds sci-fi stories. But I am greeted by something more pleasant. The aspirations I have concerning the dissemination of the pivotal qualities orbiting the concept of Brands and Branding have exceeded my wildest expectations!”

The World Brands Foundation is extremely proud of having a hand in developing Branding as a teachable subject in institutions of higher learning. In essence, what this entails is the idea has been siphoned into practical reality as something tangible, simultaneously becoming something learnable and teachable.

I would equate my expectations of human advancement as a civilization not just based on its technology, by rather in the openness of the world towards new ideas. I can tell that a planet is really ‘advanced’ when Branding is its official ‘way of life’!

“From here on, my resolve is strengthened. I know for a fact now that dreams can come to fruition. Just look at the Branding Imprint of The World Brands Foundation – how it has stamped its mark all over the world and impacted the lives of so many!”

“

“A vision perceived can be the vision received. The secret to this is to make out a mental picture that truly resonates with the sincerest intentions of your heart. Branding may appear to be inward-looking at a glance, but if nurtured properly and allowed to blossom into its ultimate form, it evolves and ventures into the realm of Country Branding. At that stage, the entire nation reaps the rewards in spades. As such, I urge you to press your advantage and keep on Branding into the horizons of the future.”

”

A NATURAL SIGN

THE EVIDENCE SPEAKS FOR ITSELF

In nature, flora and fauna can flourish only when the environment offers favourable conditions. So in this future-world, at the very onset of what is to become a new age of breakthrough and development, I can say for certain that the conditions for Branding have never been better.

Applying the rules of Branding effectively in this ecosystem which is conducive to Branding and primed for Brand excellence will yield unbelievable results in good time as humanity becomes more aware and accepting by putting what is learned into actual practice; in essence a synergetic force is generated which cumulatively acts as a catalyst to boost Branding itself to greater echelons of prominence.

“I cannot breathe underwater like a fish can. But if I were to dive using the proper aquatic gear and equipment, a new marine world unfolds – one that I never knew existed before! And what I once lacked breath for instantly becomes breathtaking instead.”

If you feel that there is more Branding can do for you, now is a good time as any to start. In fact, NOW is the best time to do so as the ‘newness meter’ is at an all-time high – a New Year, a new decade, a new era! And the nation will ultimately reap the great harvest. That is the origin of genuine Country Branding – it starts from YOU!

“What you decide to do today has a far-reaching effect. It is like the first step you take...it will lead you down a path to a specific destination. Even a single degree off-tangent could lead you miles away from the desired target. The choice factor is an unchanging facet of existence. Why not choose to Brand better and stay on course till the very end during this time of new beginnings?”

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TOKIO MARINE
INSURANCE GROUP



Tokio Marine Leads in Digitalisation

Underwriting the first ever internet life insurance in Malaysia, Tokio Marine is leading the digital transformation trend in the life insurance industry. We are proud to be one of the first life insurers to offer e-claims – an online claims submission service and the first life insurer that provides online unclaimed money checking facility in the financial industry.

By leveraging the power of technology, Tokio Marine continues to create better customer experience and increase agents’ productivity through end-to-end digital innovation.

Tokio Marine - the trusted brand in life insurance.

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AIRASIA FLIES TO GREATER HEIGHTS WITH FIRST ASEAN FAST FOOD RESTAURANT

Food lovers in Kuala Lumpur are now tucking into AirAsia's in-flight menu at the restaurant Santan & TCO, at MidValley Megamall. The first fast food restaurant makes it possible for Malaysians and visitors to enjoy a variety of ASEAN cuisines and coffee at affordable prices. The opening of this flagship restaurant comes at the right time, with many AirAsia travelers looking forward to partaking in the delectable food and beverages available in their Santan menu every time they fly. In response to the culinary demands and desires of food lovers and AirAsia travelers, the brand has extended the in-flight menu into new markets and continue supporting local and ASEAN producers and suppliers. The company aims to have five owned Santan restaurants and 100 franchisee-operated restaurants and cafes within the next three to five years, with more expansions in other global markets.

Designed to enhance customers' dining experience through a personalised digital journey, the restaurant and cafe features a smart menu equipped with Artificial Intelligence and Machine Learning, which is able to recommend popular dishes based on time, past ordering patterns as well as demographic taste. Customers can order directly from santan.com.my as well as T&CO mobile app. Offering Asean delights and popular favourites for only RM12, foodies can now indulge in Pak Nasser's Nasi Lemak and Uncle Chin's Chicken Rice on-ground as well as other dishes inspired by popular ASEAN cuisines such as Pineapple Fish Noodle from Cambodia, Chicken Inasal with Garlic Rice from the Philippines, in addition to the region's popular coffee and tea, snacks and desserts inspired by local flavours such as the Nasi Lemak Quinoa Wrap and Onde-Onde Cake.

TAYLOR'S UNIVERSITY PARTNERS WITH THE ACTORS STUDIO TO OFFER MALAYSIA'S FIRST PERFORMING ARTS CONSERVATORY DEGREE

Keeping with its creed in ensuring future-ready graduates, Taylor's University introduces the first-ever Performing Arts Conservatory Degree in Malaysia. In collaboration with The Actors Studio, TUTAS will be driven by its core vision to build innovation, inclusivity, and reflective societies through the arts and social sciences. Brought forward by leading icons of the performing arts industry, Joe Hasham and Dato' Dr Faridah Merican, the TUTAS Performing Arts Conservatory Degree programme promises the pursuit of excellence in the performing arts – both on stage and backstage, with its performance and technical theatre tracks. Established within an institution that offers world-class standards, facilities and environment, TUTAS brings the best of both worlds - the intricate prowess of the artistic world and top-quality education.



VOLVO CAR MALAYSIA AND SIME DARBY SWEDISH AUTO OPEN STATE-OF-THE-ART 3S CENTRE

Swedish automaker Volvo Car Malaysia and its local partner, Sime Darby Swedish Auto have established a strong partnership with the official opening of its Volvo 3S (Sales, Services & Spare Parts) Centre at Sime Darby Motors City in Ara Damansara. The Volvo 3S centre is expected to build on the Swedish automakers efforts to deliver the brand's vision to the market and bolster customer confidence as Volvo Car Malaysia grows from strength to strength. After establishing a solid footprint on Malaysian soil since 1966, the Swedish automaker has been continuously looking to expand its presence nationwide with a like-minded partner. The new 4-storey state-of-the-art Volvo 3S was built in adherence to Volvo Car's retail standard – the Volvo Retail Experience (VRE). It is also the first 3S Centre to be equipped with a VR Studio (Virtual Reality Studio) and a "Reception at the Counter" bay. The 3S Centre was designed to deliver a contemporary luxury experience featuring a showroom at the ground floor to display the brand's premium marques and service centre which is complete with a car detailing area spread across the second and third floors. A wheel alignment and balancing zone meanwhile is located on the fourth floor. A highly skilled after-sales team comprising of 8 personnel will manage 8 repair and service bays of which two are specifically designated as "Reception at the Counter" bay. All customer parking bays will also be equipped with a designated Electric Vehicle Charger which aligns with Volvo's goals for environmental sustainability through the introduction and promotion of clean energy technologies. This will allow customers the freedom to move in a personal, sustainable and safe way. Sime Darby Motors is one of the largest automotive groups in the Asia Pacific region and SDM is the leading automotive and luxury marque player in Asia Pacific with over 40 years in the industry.

MAYBANK OFFERS SMES INSTANT ONLINE ACCOUNT OPENING

SMEs in Malaysia will now be able to conveniently open an account on Maybank through its online banking platform, Maybank2u. The first of its kind and fastest in Malaysia, the new service allows business owners to open a conventional or an Islamic business account from the comfort of their homes, offices or on the move, with no introducer required. It is available to new as well as existing customers of the bank, from micro, small to medium enterprises; sole and non-sole proprietors.

The launch of this new service reaffirms Maybank's commitment to the further progress of SMEs in the country, as SMEs are an important engine of growth for Malaysia. SMEs can also place fixed deposits, tap on payroll and payment solutions which include credit cards, Maybank QRPAY, and Tap2Phone once they open their accounts. The bank aims to make the process as simple and convenient as possible, with the aim of encouraging SMEs to make the first step of owning a business account.

The process is also equipped with an intelligent capability which is able to recommend the banking account best suited for the SME, given the size, nature and location of their company. Once the business account has been created online, all the customer needs to do is to visit their pre-selected branch within 10 working days to activate it.





DAVID BECKHAM ALL SET TO REVEAL OWN EYEWEAR COLLECTION

Football legend David Beckham has successfully established his persona beyond the football field. In the past his name has been synonymous with Manchester United, Real Madrid and LA Galaxy. The husband of former Spice Girl Victoria aka Posh also made his mark in the world of fashion in 2012 after starting an underwear line for the company H&M. After retiring from football in 2013, he was known as England's wealthiest sportsman, reportedly earning more than \$46 million annually. A year later, he expanded his portfolio to the Major League Soccer franchise with Inter Miami CF, which he co-owns. He has also been involved in charity work over the years, serving as a UNICEF UK ambassador in the arena of children and sports development.

A stylish icon across the globe, his new eyewear, DB Eyewear collection features the newly created DB monogram for the first time. The 'DB' mark immediately defines this eyewear as the best there is – from craftsmanship, to design, to the materials used to create the collection. Combining an effortless, British style and attitude with a vintage, timeless spirit, and a sharp focus on detail and functionality, the collection includes a range of sunglasses and optical frames. Featuring lightweight materials and special mineral, polar or photochromic lenses, it is the perfect and functional accessory to be worn at any time.

The DB eyewear collection by David Beckham will be available worldwide in selected eyewear stores starting February 2020. The collection is produced and distributed by Safilo Group, a worldwide leader in the design, manufacturing and distribution of sunglasses, optical frames, sports eyewear and products.

MARS' NEW INTERNAL INCUBATOR FOR BRAND LAUNCHES

Mars is creating an internal incubator unit with the aim to ensure it stays relevant and innovative in the way it creates and launches brands. Known as New Venture Studio, the idea was generated after the success of the company's Launchpad open innovation platform, which allows brand



CORONA BEER WAVE SWEEPS THE GLOBE

The world has been in pandemonium ever since Chinese public authorities first announced that a Coronavirus was spreading in and beyond the city of Wuhan at the end of December. Common in animals, the illness can evolve and infect people, like the SARS and MERS outbreak in 2002 and 2012 respectively. With the Lunar New Year celebrations at an all-time low in January, the deadly virus that has killed more than 2000 people has spread to many countries across the globe, with at least 40 countries reporting confirmed cases.

Amidst the global uproar and uncertainty, one brand has become the centre of attention quite by accident – Corona Beer. While there is similarity in its name, the virus and the beer brand has been unintentionally linked. According to World Trademark Review, Google search data revealed that people around the

managers within the group to submit a business case for testing and evaluation began in 2017.

Going beyond old school initiatives, the internal incubator will make it possible for the company to launch brands and new initiatives in a more exciting and vibrant manner. With the new idea, marketing or supply chain challenges within the business are submitted as briefs to an expert, who matches them to suitable external resources which include startups and specialist agencies.

The results of each and every Launchpad project are shared throughout the company, and are available for staff to study online. As to date, there are more than 1,500 Mars staff involved in the Launchpad process to-date and 250 startup partners have been sourced.

Findings have resulted in micro-gifting online campaigns for Mars brands such as Skittles and Snickers. With a partnership with Spotify, Mars was able to measure consumer moods through the music genre streamed at different times of the day. The brand also tracked the usage of 'hungry' emojis online and in Facebook chats, to roll-out advertisements on what consumers were texting to friends.

world have been searching for 'corona beer virus', 'beer virus', and 'beer coronavirus'. The data also revealed Cambodia, Canada, Chile, China, and the US were hotspots where people searched for the information the most.

Maggie Bowman, senior communications director at Corona parent company Constellation Brands, told Business Insider, "We believe, by and large, that consumers understand there's no linkage between the virus and our business."

While most people are knowledgeable enough not to associate the virus to the beer brand, there are consequences to the unintentional connection between the two. On the negative side, the brand's well-known reputation has been bombarded by memes created across the world, making its way into millions' daily social media feed through Facebook, Twitter, Instagram and even on WhatsApp.



JEFF BEZOS' PLEDGES US\$10BILLION FOR ENVIRONMENTAL CHANGE

Late February, Amazon Chief Executive Officer Jeff Bezos pledged to donate US\$10 billion to help efforts to combat environmental change. Bezos said the money will be used to fund scientists, activists and NGOs. His latest philanthropic effort has had its amount of fans and skeptics, with the former praising him for the generous and significant gesture while the latter believing that the donation is an insignificant amount when his net worth as of February 2020 being US\$123.9 billion.

He shared his thoughts of the global concern in an Instagram post: "Climate change is the biggest threat to our planet. I want to work alongside others both to amplify known ways and to explore new ways of fighting the devastating impact of climate change on this planet we all share." For many the success of his pledge depends on how the money will actually benefit humanity and how much it would benefit Bezos' own brand and ambitions. The true value of the pledge will depend on how will executed. If it is successful, then the money will be the start of real change for global citizens.



MANCHESTER CITY WINGER IS GILLETTE'S INSPIRING BRAND AMBASSADOR

Gillette is on a mission to inspire young men to make a difference in its first campaign with new global ambassador and Manchester City footballer, Raheem Sterling. 'Made Of What Matters' spotlight the Mancity winger discussing the importance of being a role model and showcases how the brand is using the sport as a platform to inspire and mentor the next generation.

The advertisement that premiered during 9 February's Premier League match between Manchester City and West Ham United, shows the values that drive Sterling's actions, which make him an inspiration and role model.

Last October, Sterling was announced the brand's

new global ambassador in part because of his work highlighting injustices both on and off the pitch. Sterling has been vocal about his experiences of racism in football and is known to be a critic of the media's coverage of black players.

According to Gillette's brand manager for UK & Ireland, Matt Thomas "Sterling is known for transcending the world of football, using his influence as a force for good. He's a true role model who aligns perfectly with our values and what we have long stood for as a brand."

The brand is also working with youth education charity Football Beyond Borders as part of the campaign, to inspire young people to fulfil their potential. The partnership will see both companies collaborate on initiatives to help more young people from disadvantaged backgrounds.



COCA-COLA CREATES NEW PLATFORM TO TAKE A STAND ON SOCIAL ISSUES

Well-known brand Coca-Cola is launching a brand platform and a new purpose across Europe, as it positions itself as a brand with a point of view to create more empathy among its consumers. Working with the philosophy 'Better when we're open', the brand aims to act as a uniting call to connect and bond the world that it believes is becoming increasingly divisive. This will be part of brand's marketing platform across Europe.

"There is a fundamental truth that no matter where you look today, in any country around the world, we are more divided

SAMSUNG UNVEILS ITS NEW GALAXY S20

The Samsung Galaxy S20 series introduces a brand-new camera architecture that combines AI with Samsung's largest image sensor for stunning image quality. Along with the camera, the Galaxy S20 makes the experience of everyday with personalized music for every moment of the day, watching rich videos and console-style games on-the-go.

The phone is also set to embrace the 5G technology, with all three Galaxy S20 variants, the Galaxy S20, Galaxy S20+ and Galaxy S20 Ultra coming with 5G connectivity. The "next-generation device" all set to transform lives. All three devices are capable of delivering non-standalone and standalone 5G capabilities.

Samsung's latest flagship series features the premium technologies that Galaxy fans have come to know and expect. Touted as the most secure device Samsung has ever made, the Galaxy S20 is protected by Knox—the industry-leading mobile security platform that protects the device from the chip level through to the software level. The Galaxy S20 also features a new, secure processor which protects against hardware-based attacks.

Powered by a big, intelligent battery, the Galaxy S20 series comes with a 25W fast charger, while the S20 Ultra supports 45W Super Fast charging as well. One of the best features of the series is the storage as standard (128GB for S20; 128GB, 256GB and 512GB for Galaxy S20+ and S20 Ultra). Samsung fans can look forward to experiencing Samsung's cleanest, simplest, most intuitive interface yet with One UI 2.

Galaxy S20 also gives users the opportunity to control the Smart Home, with Smart Things, achieve better health and wellness goals with Samsung Health and pay on the go with Samsung Pay, among many others.



than ever. Coca Cola is a brand that needs to embrace different angles and facets, and we need to talk about the problems that are relevant today. We will never shy away from social issues," said Coca-Cola's Western Europe marketing director Walter Susini.

Although Susini admits that marketing is "facing a difficult moment" as the market and consumer touchpoints become more complex, he also believes Coca-Cola, will be able to stay relevant using three key values – purpose, experience and talkability. Armed with the new purpose, the brand believes it is an "an evolution" from 'Uplift and unite', which was launched last year. This will be communicated across various brand campaign in 2020 and 2021.

FURLA AND TIMEX GROUP COLLABORATE ON FURLA-BRANDED WATCHES

The Furla Group has signed a licensing agreement with leading watchmaker Timex Group for the production and worldwide distribution of Furla-branded watches starting from February 2020. The collaboration confirms Furla's positioning strategy as a lifestyle brand by diversifying its offer and strengthening its product offerings through key licensing agreements with high-level international partners.

Citing synergy between Furla and Timex Group through shared values, Alberto Camerlengo, CEO of the Furlo Group said the Timex Group is one that "understands and respects Furla's aesthetics, its tradition and its ambition to be innovative".

Tobias Reiss-Schmidt, CEO of Timex Group believe the Timex Group's expertise, global reach and long history as an authentic watchmaker will add to the new partnership with Furla. The Timex Group are excited to harness its rich heritage and brand vision through premium timepieces.

The Furla-branded watches will be the result of the ideal balance of its joyful elegance, passion for colour and longstanding Italian heritage. The watch collections will be available within select watch retailers, jewellers and department stores, and throughout travel retail and e-commerce sites, as well as in all Furla mono-brand boutiques.

The new collection will be launched with an in store preview in May 2020 at select Furla points of sale internationally.





INTRODUCING: THE WORLD BRANDS FOUNDATION (TWBF)

The World Brands Foundation (TWBF), formerly the Asia Pacific Brands Foundation (APBF), the world's premier branding foundation, was established over a decade ago in 2005. TWBF is an organisation dedicated to developing brands in a myriad of business backdrops. Led by its Founder and World President, Dr. KKJohan and distinguished Patron and Board of Governors, who are Statesman and Captains of Industries, TWBF has been blazing the branding industry with its innovative initiatives.

As a pacesetter for branding with divergence, the Foundation was recently rebranded to reflect greater echelons of prominence achieved through global expansion. Its primary objectives include the promotion of brands, the heightening of branding practices and inculcation of first-rate brand culture in the arena of branding as a whole. The BrandLaureate, a sobriquet for brand excellence, was instituted to facilitate its vision and mission, simultaneously fulfilling the objectives of TWBF.

TWBF takes an active role in identifying and nurturing outstanding brands on an international platform. The Foundation continuously



champions its mission to educate, communicate as to promote the "value of branding" with the concept that brand culture, combines with good practices will give brands the edge in this competitive environment.

Starting off on a modest note with the publication of branding articles in local media, TWBF has grown to become the authority in brands and branding and established its global footprints. The BrandLaureate Awards conceptualized in 2006 has become the most prestigious and coveted branding awards in the world. TWBF has moved on to include the SMEs Best

Brands Awards, the Brand ICON Brand Leadership Awards, the Halal Best Brands Awards, the CEO Best Brands Awards and the CSR Best Brands Awards.

In 2015, it launched The BrandLaureate World Special Edition Awards in Kuala Lumpur, Malaysia and then Ho Chi Minh City, Vietnam in 2017, followed by Singapore and Hanoi in 2018. It then went on to break new grounds in 2019 by hosting its first Special Edition Awards in Shenzhen, China. The Foundation continues its global journey as it brings this prestigious Award to the world, providing brands with a platform to

stamp their mark internationally.

The year 2017 also marks the start of The BrandLaureate Book of World Records (BOWR). The BrandLaureate BOWR is the First World Record by a foundation that recognizes exquisite and admirable brands (Individuals & Organisations). The BrandLaureate BOWR honors and recognizes outstanding individuals who have set the benchmark of excellence in their respective industries – remarkable epitomes who have contributed significantly to the world and society at large through their varied fields of expertise. It is a special recognition given to acknowledge personalities who garnered worldwide recognition with record-breaking achievement and highest accomplishments.

Never one to rest on its laurels, TWBF has embarked on new initiatives such as the publication of its brand magazine (The BrandLaureate Business World Review), branding quote books, mobile app and e-learning courses. With a brand gallery that houses more than 400 international BrandLaureate personalities at its headquarters in Kuala Lumpur, Malaysia, TWBF is a branding powerhouse that never sleeps as it continues to motivate, encourage and inspire brands to achieve brand excellence and become global brands of distinction.

While brands often stand for organizations, products and services, they can also mirror individuals who embody exceptional qualities in their own right. An outstanding brand resonates

as a succinct source of inspiration for many a soul that lives within. It remains incontrovertible that high-ideal brands bearing a strong identity play an important role universally – able to effectively stamp a mark and impact the equilibrium of society as a whole progressively. TWBF does its part by honoring and recognizing exceptional individuals and entities that have redefined the benchmark of excellence – remarkable archetypes which have given their best to the world through their respective fields of expertise.

The list of TWBF international award recipients includes Archbishop Desmond Tutu (Emeritus), HE President Baron Waqa of Nauru, the late Former President Nelson Mandela, Hillary Clinton, Dr. Ben S. Bernanke, the late Steve Jobs, Professor Robert Fry Engle (Nobel Laureate for Economics), Professor Ferid Murad (Nobel Prize in Physiology/Medicine), Dr. Richard Straub, Dr. Jane Goodall & Mark Zuckerberg (Facebook Co-Founder); leadership gurus – Tony Buzan & John Maxwell; sports personalities – the late Kobe Bryant, the late Muhammad Ali, Wladimir Klitschko (IBF, WBO & WBA), Michael Schumacher, Ivan Lendl & Tiger Woods; entertainers – DJ Hardwell, DJ Moonman, DJ Darude, Andrea Bocelli, Sir Cliff Richard, Adele, Kitaro, Richard Clayderman, Olivia Newton-John, Sir Bob Geldolf, Neyo, Lea Salonga, Earth, Wind and Fire, Harrison Ford, Mark Hamill, the late Sir Christopher Lee, Andy Serkis, Dame Judi Dench, Sir Ian Mc-

Kellen, Sir Peter Jackson & Rowan Atkinson; as well as signature establishments such as FIFA, The Global Peter Drucker Forum, London College of Music Examinations, Classic All Blacks, The Art of Living Foundation & Association of Space Explorers.

Moving into the new decade, TWBF is ever ready to journey on to new heights that far exceed expectations when it comes to next level branding. Championing the complex art of international peacemaking is at the heart of TWBF and that voices of peace must be made to hear and be heard. The call to gain a foothold on world peace and forge a strong, progressive and united world order is what next level branding is all about – the time has come to brand peace! The challenge is far from over as this is only the tip of the iceberg and the world still face many serious challenges – that will have negative implications for many if left unattended or ignored. Having made a pledge which was solemnized by its Board of Governors, TWBF has proudly launched The BrandLaureate World Peace Award on the historic date of 17th December 2019. The BrandLaureate World Peace Award is devoted to championing peacemaking by creating a platform to promote global peace. It is forward looking as it empowers nominees to initiate, promote, activate and uplift their peace ideas and contributions. The Award also serves as the voice for them and for their thoughts to be heard around the world.



THE AWARD OF THE DECADE (2010–2020) – THE BRANDLAUREATE ICON LEADERSHIP AWARDS 2019



ICON
THE BRANDLAUREATE
2019
THE GREATEST BRAND AWARDS
OF THE DECADE
2010 – 2020

By Gerald Chuah

THE BrandLaureate celebrated another successful year with the Brand Icon Leadership Awards 2019 at Majestic Hotel Kuala Lumpur on December 17, 2019. Dubbed the Awards of The Decade (2010–2020), the

event celebrated some of the iconic brands that shaped the nation over the past decade. The event attracted about 1000 guests including VVIPs, brand ICONS and representatives of top consumer brands across various industries. The winners received The BrandLaureate 24K gold-plated trophy and a glass-framed certificate in recognition of their brand success and achievements. During his opening speech, World President of The BrandLaureate DrKKJohan said the awards are dedicated to ICONS -- respected individuals, organizations and corporations who have contributed significantly to the development of their respective industries and ultimately the nation! "This is the most glorious, glamorous and greatest award from The BrandLaureate for the Decade,



"This is a great award to celebrate your brand success. That is the best you can do for Your Brand, The Brand!" On the theme of the Awards "To Be Known," DrKKJohan explained that Brands must be promoted and made known so that they will be well positioned in the minds of consumers. "There is nothing wrong to shout out about your greatness to the world. You don't have to feel shy about blowing your own trumpet. If you don't promote your own success, who will? "Only you know how much work and sacrifice you've put in to be where you are today."

BRANDS OF THE DECADE

During his speech DrKKJohan also said: "As we





move into a new decade in 2020 and beyond, I encourage all brands – Big and Small to stay bold and strong, and to have the right mindset to achieve even more success,”
“The Iconic Brand of the Decade (2010-2020) is a significant milestone to mark the beginning of a new era for yourself and your company for 2020 and beyond,
“If in the past your performance was dismal or ordinary; in the new decade, you must think differently and act differently by having a new mindset -- to be more courageous and daring to make your brands seen, heard, and known,
“Rise to the challenge, and take the bull by the horn to give your Brand a bull run in 2020.”

THE WORLD BRANDS FOUNDATION

On the success of The BrandLaureate over the past decade, DrKKJohan said the foundation has not only created a homegrown brand, but took it from humble beginnings into the international arena.
“Today, the BrandLaureate is one of the most sought after, acclaimed and accomplished Brands and Branding Awards in the world with



over 500 international recipients and 1500 international companies.”
In 2017, the BrandLaureate goes global by launching its first international awards in Ho Chi Minh City, followed by Singapore in 2018, and continued its foray with the inaugural awards in Shenzhen, China in 2019.
“Today we stand tall in the eyes of the world as an International Brands and Branding Awards company,
“We have also appointed 10 presidents in 10 countries and we will continue to add on more countries to our list in 2020 and beyond,” he added.

ENTERTAINMENT HIGHLIGHTS

One thing that sets The BrandLaureate Awards apart from rest are the entertainment highlights. During the awards night, guests were entertained by several internationally renowned performers.
Jinjo Crew, the World’s No. 1 B-Boying dance group from Korea blew audiences away with their amazing flexibility and acrobatic dance moves. Globally known for participating in worldwide dance events, the group was honored with The BrandLaureate Premier Award.
Amy Search, Malaysian Rock Singer wowed audience with a live performance of Isabella. He also won the Celebrity ICON award in the category of Artiste and Rocker. Indeed, it was a deserving tribute to the singer who rocked the local music scene during the 80s and continues to do so.
During an interview, Amy shared how he branded himself over the past 38 years to become one of the most iconic artiste and household



name in rock music arena throughout the region.
His advice to young people: “To find your voice on the road to stardom, it is important to think big, create the right image, persona and voice to be heard in the competitive music industry.”
Other groups include Jeryl & Masya (reality singing talent from Malaysia), Jessica Loo (violin virtuoso) & Eva & Louis (romantic duet).
AWARDS HIGHLIGHT
Congratulations to all the winners of the BrandLaureate ICON Awards 2019. Here are some of the notable awards and awardees for the night.

Book of World Records

The BrandLaureate Book of World Records went to Tan Sri Dato’ Seri Dr. M. Mahadevan as the First Psychiatrist in Malaysia and The Father of Psychiatry in Malaysia.
Dato’ Seri Dr Wan Azizah Dato’ Dr Wan Ismail was also nominated for the Book of World Re-

cords as The First Woman Deputy Prime Minister of Malaysia.

Certificate of Honor

The BrandLaureate Certificate of Honor went to the 1992 Malaysian Thomas Cup Team including Rashid Sidek, Jalani Sidek, Foo Kok Keong, Soo Beng Kiang and Cheah Soon Kit, for winning the Badminton Championship -- a record that they still hold until today.
It was great to meet up with the Badminton legends who made the country proud 27 years ago to honor their achievements, and acknowledge their deeds are not forgotten.

Hall of Fame: Lifetime Achievement Awards

The Greatest Banking Icon of The Decade went to Tan Sri Dato’ Sri Dr. Teh Hong Piow, the Founder, Chairman Emeritus, Director and Adviser of Public Bank Berhad.
The Man of The Decade went to Professor Emeritus Tan Sri Dato’ Sri Paduka Lord Dr. Lim Kok Wing, the Founder & President of Lim Kok Wing



University of Creative Technology.
The Woman of The Decade went to Dato' Seri Dr. Farah Khan, the Founder & President of The Melium Group.
The Master Brand Founder of The Decade went to Executive Chairman & Founder of Top Glove Corporation Berhad Tan Sri Dr Lim Wee Chai.
Other notable Award categories for the night include The BrandLaureate World Tech ICON Awards, The BrandLaureate Brand ICON of The Decade Awards, and The BrandLaureate ICONIC Brands of The Decade Awards.

MEMORANDUM OF UNDERSTANDING (MOUs)

During the eventful night, three memorandums of understanding were also signed and exchanged between The World Brands Foundation (TWBF) and BSchool Australia, Seera Australia, and Asian-Oceanian Computing Industry Organization (ASOCIO).

The MOUs represent BrandLaureate's ongoing effort and initiatives to add value to recipients via various world class educational programs to enable and enhance its future growth.

Background Info

BSchool is the developer of educational online courses, offering the best practical digital models through their programs, strengthened by key strategic partnership and global presence.

Founder Ryan Trainor said: "Our relationship with The BrandLaureate is aligned with our vision to support people, and drive their personal development. We look forward to work with The BrandLaureate to accelerate the business and branding models through our courses."

Seera Australia is an innovative solution designed for contemporary enterprise talent management. Its cloud based unified talent management solution provides a holistic and integrated approach to everything from candidate sourcing to succession planning, and management.

Asian-Oceanian Computing Industry Organization (ASOCIO) is a group of ICT industry

association which represents Asean Oceania. The ICT company represents approximately USD350 million revenue in the region and is available in 24 countries.

The collaboration with ASOCIO seeks to enrich each other's network with value proposition to empower and enable mutual partnerships to grow and expand businesses.

Overall, the Icon Awards 2019 was a highly successful event and another feather in the cap for The BrandLaureate in celebrating Iconic brands over the past decade, and also to mark the beginning of a new decade from 2020 and beyond.



MALAYSIA'S E-WALLET PAYMENT TRIO LEADERS

TOUCH 'N GO, BOOST AND GRABPAY

BY TONY THOMPSON

An e-wallet can be defined as an electronic or online device that allows transactions to be made via a computer or mobile phone. Consumers today are embracing e-payments due to the convenience and cashback promotions. Digital wallets, mobile payment apps and stored value cards has certainly facilitated the massive growth of e-payments. Digital e-wallet payment is firmly in the driver's seat, a catalyst to jumpstart Malaysia into a cashless nation. Most e-wallets, like credit or debit cards, are linked to the individual's bank account in order to make payments. They're usually encrypted with passwords, facial recognition or finger-print identification. According to a study by Nielsen, 8 percent of the population currently use e-wallet for their daily transaction.

In 2019, it was estimated e-money transactions amounted to 1.7 million in volume and RM14 billion in value. Malaysia is a prime market for e-wallet implementation due to its' high literacy and favourable younger demographics to boost e-wallet adoption. According to PricewaterhouseCoopers Malaysia, the market is poised to grow to US\$20 billion (RM82 billion) by 2024.

Malaysians absolutely love discounts and bargain. The usage of e-wallets opens up a gamut of promotions and heavy discounting from merchants. The higher the usage, the greater the opportunities to win vouchers and cashback. E-wallets can be used for a variety of payment - for retail products, flight tickets, movies, mobile top-ups, theme parks admissions, food and beverage, e-commerce, home deliveries, toll payments, P-2-P transfer and the list is endless. The adoption of e-payment is quite popular since the basket purchase is quite miniscule. The downside risk to cashback is once the cashback is withdrawn, usage normally drops precipitously and may prove unsustainable in the long run.

E-Tunai Rakyat

During the tabling of Budget 2020, the government announced a RM30 incentive for e-wallet users to boost adoption rates for applicants above 18 years old and below RM100k income starting 15 January 2020 for a period of two months. This RM30 cash infusion would come in handy mainly for the B40 and M40 income segments. Naturally merchants and a significant portion of the population applauded the e-payment initiative. Users must download the service provider app, create an account and register their contact number. A six-digit pin is normally required as security to perform transactions. For top-ups, a minimum of RM10 and a maximum RM200 to RM500 can be reloaded into the wallet. Once reloaded, there is no refund unless the user's account had been terminated permanently.

The e-Tunai Rakyat initiative is in line with the government's Shared Prosperity Vision 2030 (SPV2030) agenda. The adoption of e-wallet will hasten the lowering of barriers to facilitate digital technology penetration. The Ministry of Finance strongly recommends and encourages merchants, hawkers, petty traders and retailers to register with e-wallet providers in order to capture the incoming sales. Registration and redemption was quite smooth with minor hiccups faced during the launch. Going cashless would also reduce corruption as all transaction is digitally captured and

would naturally increase tax collection.

The start of the digital stimulus was timed well, just in time for the Chinese New Year celebrations and shopping season. The big three e-wallet players Touch 'n Go, Boost and GrabPay are racing to capture a bigger slice of the market. Khazanah Holdings shortlisted the trio service providers as they command a major share of the active users, have extensive merchant networks and technical expertise to implement the roll-out. In addition, the e-wallet providers will top-up additional incentives targeted specifically at their user profiles.

With almost 40 digital payment providers in Malaysia, intensified competition is the norm. E-wallet providers must have unlimited war chest to stake a claim in this cut-throat e-payment space. Consolidation would inevitably occur. Big players would crowd out the smaller players through mergers and acquisition thus to compete in the e-wallet arena, strong financial backing is absolutely essential



Touch 'n Go e-wallet

The clear e-wallet market leader is TNG Digital Sdn Bhd. It has over 6.5 million plus users with growth subscriber numbers skyrocketing at a furious pace. It has over 110,000 merchants and retail points onboard. Touch 'n Go e-wallet was introduced to facilitate toll payments at major highways. TNG Digital is a joint venture between Touch 'n Go with Ant Financial Services Group (AFSG) the parent company of Alipay, with 49 percent share. Touch 'n Go holds 51 percent share. However, this app has evolved into a lifestyle driven app and provides e-payment flexibility for e-commerce products at Tabao and Tmall. The "PayDirect" links users Touch 'n Go account with the e-wallet for toll deductions. By April 2017, PLUS-operated highways had gone cashless. RFID, PLUSMiles cards, Touch 'n Go cards and SmartTAG became the preferred payment options. RapidKL bus rides and trains had also adopted the cashless payment by tapping the Touch 'n Go card during entry and exit.

Boost

Boost is proudly Malaysia's homegrown lifestyle e-wallet app which is owned by the Giant mobile firm Axiata through Axiata Digital Services. Boosties (Boost users) are encouraged to shake their phone gently to earn Boost coins as rewards. Coins can also be converted into RM redemption via Boostup. Boost has five million plus users. Many Boosties have been enjoying amazing rewards downloading games. Boost mobile wallet is widely accepted in Malaysia with over 125,000 merchants covering both online and physical stores. For each transaction the user will earn coins which can be redeemed to play games. Boost's main audience are smaller merchants consisting of petty traders, small vendors and hawkers that are keen to adopt cashless payments. You can also pay for utilities and bill payments or using Boost for parking payments in the greater Klang Valley area besides refueling at over 800 Shell stations around the country. Boost has basic and premium wallet accounts. Premium wallet allows users to transfer money from their e-wallets into their bank accounts.

GrabPay

Ride-hailing app GrabPay is an ASEAN Powerhouse in e-payment solutions. It has joined the e-wallet bandwagon in Malaysia. Users can easily top up their Grab e-wallet and start paying for Grab rides, GrabFood and GrabMart. For GrabPay, no pin is required to perform transactions. Each transaction enables users to earn points which can be used to get free Grab rides and discounts on GrabFood/GrabMart. GrabPay has the benefit of being part of the Grab super app ecosystem; Customer can call a Grab ride or order from Grab Food deliveries. For online retail deliveries, GrabMart app is the preferred option. GrabPay is available across ASEAN countries. However different country credits are non-convertible to local currencies. GrabFood deliveries has increased sales for merchants and provide employment for delivery riders in the gig economy. Currently Grab has more than 40,000 active merchants.

Interoperable Credit Transfer Framework (ICTF).

Bank Negara Malaysia (BNM) Financial Sector Blueprint 2011-2020 charts the future direction of the nation's financial system. The priority is to accelerate the usage of electronic payments. BNM targets to increase the number

of e-payment transactions per capita from 44 transactions to 200 transactions, and reduce usage of physical cheques by 50 percent from 207 million to 100 million per year till 2020. The Interoperable Credit Transfer Framework (ICTF) is the key to implement this lofty goal.

The framework facilitates a level playing field by fostering a single universal Quick Response (QR) code via a seamless payment ecosystem. Payments Network Malaysia Sdn Bhd (PayNet) is thus compelled to set-up a unified payment platform. This framework mandates the accelerated integration between banks and non-banks and to create a flourishing robust e-payment ecosystem. PayNet has thus launched a real-time retail payment platform in Malaysia through a partnership with United States-based ACI Worldwide.

DuitNow QR-Malaysia's Universal QR Code

DuitNow is the Malaysian universal QR code - an instant credit transfer with a unified database that links mobile numbers and national identity cards to a single account with high encryption security. The keyword is 'seamless interoperability'. Currently nine banks in Malaysia offer the DuitNow service with more banks expected to join the bandwagon. Essentially, with a single universal QR code, DuitNow QR will do away for merchants to display multiple QR codes to receive payments through competing e-wallets. Merchants thus enjoy significant cost reduction and QR code proliferation clutter at the checkout. Public Bank and GrabPay were the first merchant to adopt DuitNow respectively.

Cyberjaya Smart City is the first City to adopt DuitNow cashless ecosystem. Malaysian Universities are early adopters of the cashless campus concept through digital e-payment for course fees. Many universities like Xiamen, UKM, UTM's, UNIMAS and UM are already e-payment savvy. On campus, with nary a second thought, hordes of students and faculty members are using digital payments on a daily basis with considerable success.

Cross border payments (NETS)

Network for Electronic Transfers (NETS) is the Singaporean unified digital e-payment system counterpart.

Singaporean visitors can utilise NETS instead of bringing wads of cash when they shop in Malaysia - thus cross-border payment has become a reality. This opens up vast retail opportunities for the retailers. Singaporeans shoppers are big spenders and thus they can further stimulate demand for goods and services with the mighty Singapore dollar at more than 7,400 retail touchpoints. Most of the malls in Johor Bahru, Melaka and Kuala Lumpur has already implemented this e-payment solution. Examples: JB City Square, Mahkota Parade and Sunway Pyramid. NETS is currently working with ASEAN partners in Indonesia and Thailand to enable cross-border instant transfer in the near future. Likewise Malaysian travelers to Singapore are able to use using MyDebit ATM bank cards at more than 500 acceptance points. In Singapore, the digital e-mobile payment app is known as NETSPay.

The e-payment wheels of motion exciting phase has been spun. There is no turning back the nation's profound evolution towards a cashless society. The adoption can only skyrocket.

KINOHIMITSU

FREEDOM TO LIVE

BY IAN GREGORY MASSELAMANI

Lack of Restrictions minus the Cons

We often hear people mention that 'life is short – enjoy it as much as you can'. At the same time, we also take notice when folks say 'it's about the quality, not the quantity'. The truth is, we mark our existence in certain ways in order to give it greater meaning by celebrating birthdays, anniversaries, festivities and having healthy relationships. These things involuntarily define our limited time here on Earth with milestones indicative of our odyssey of life in all its fullness and splendour.

One has to wonder about the everyday aspects of existence that lend to a better quality of living overall, for instance our health and wellness. With good health, the appreciation of life becomes much deeper and more intense. But do we always need to 'sacrifice' our simple pleasures of life (like eating our beloved foods for example) in order to preserve a healthier lifestyle?

Jennifer Chin, the Chief Operating Officer of Kinohimitsu, has an agreeable approach. Expounding on the Brand Tagline, Freedom to Live, she believes that one way of living life to the fullest is to live life without feeling restricted.

"You still do or eat what you enjoy."

She has been the driving force behind Kino Biotech's brand development since its inception and champions living with a sense of liberty while

allowing the array of suitable products from Kinohimitsu to supplement our lifestyle in order to stay fit and beautiful.

"We at Kinohimitsu will always remind consumers to do detoxification while enjoying their lifestyle – be it at work, or in their food choices, and etc. We cannot say, 'We don't want to breathe,' during the haze period; but we can instead perform detoxification via Kinohimitsu's foot patch product (which incidentally is the pilot product of the brand). Enthusiasts can still enjoy their food but do colon detoxification with Kinohimitsu Tea or Detox Enzyme.

Jennifer's enthusiasm for life and love for her brand can be really felt in person. After all, she considers her brand to be part of her life journey.

"I grew with Kinohimitsu in order to look young and stay fit. And this journey is still continuing."

One can see how this lifestyle radiates through Jennifer's person and demeanour. There is a certain calmness that she has acquired along the way along with the wisdom to live without chains.

"Kinohimitsu COF helps to cut oil after heavy meals. Especially during the festive periods, every will definitely go for dinner parties. Enjoy the 'sinful' food while Kinohimitsu takes care of 'the guilt'!"

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Jennifer also points out how despite our awareness concerning the harmful effects of Ultra Violet rays to our skin, no one can really escape the enduring smile of the sun. Applying Kinohimitsu UV Bright once offers nine hours of protection from sunlight and one can simply go on to have fun under the sun without any qualms.

“In short, Kinohimitsu improves your life without making any demands on your time and energy – giving you the freedom to live a better life.”
Freedom to Live indeed.

The Unhindered Brand Dynamo

Having the privilege of meeting up with the Brand Champion herself, she tackled a list of more in-depth questions full of fervour.

Could you divulge a bit about the extent of your job scope at Kinohimitsu? What are your personal hopes and aspirations for the company in the days to come?

“My major scope is to bring everyone in the Kino family to work towards achieving the company’s target and objectives. My personal aspiration in the days to come is to make Kinohimitsu a brand in every household in Malaysia. Each home in the nation must have at least one Kinohimitsu product.”

Kinohimitsu is world-renowned for breakthroughs and innovation. Could you indulge the readers on the details thereof?

“Freedom to Live...that’s where we always have our breakthroughs and innovations. After all, we ourselves are consumers too. So we must continue to understand and study ways on how we can help the community to live their lives to the fullest through the science of good nutrition.”

Are there further advancements in the works?

“The world is revolving, and human lifestyles change with the times. Taste changes. Technology changes. Consequently, we definitely will continue to work towards further enhancements. Even an improvement in technology to produce a product can enhance its efficacy.”

How would you categorize Kinohimitsu in tandem with people’s lives – is it more fitting as an ad hoc (when needed only/curative) brand or does it lean more towards that of the lifestyle variety?

“We would see Kinohimitsu as a Lifestyle Brand that everyone would need. Everybody needs to look good, feel good and stay healthy. Just like being active and doing exercise – not only is it a lifestyle choice, but it is also a necessary one. Customers will embark upon a holistic wellness journey with Kinohimitsu through the Three Main Milestones: Cleanse (detoxifying toxins), Balance (balancing the natural elements of the body) and Nourish (replacing the elements lost from the body over time or with activities).”

When folks think of Kinohimitsu, what do you hope is the first thing that pops into their minds? Is Kinohimitsu best viewed as a remedial or wellness brand? Or would you prefer it seen as an attractiveness/beauty functional brand? Or is there a different perspective that you are aiming for ultimately?

“Kinohimitsu’s very first product is the foot detox patch which was launched 20 years back and till now this product is still selling even without any highlight. In fact, many people know us through this product. And Kinohimitsu is the leading brand in collagen functional drinks both in Malaysia and in Singapore. As a result, Kinohimitsu is definitely an established brand.”

What are the company’s plans in Malaysia and the region (or continent) in the days to come?

“We are thankful that Malaysians have been supportive of Kinohimitsu and we will continue to build Kinohimitsu as a brand in every house. We are present in other ASEAN countries, including Indonesia, Myanmar, Cambodia and Vietnam. We are also aggressively doing branding in China.”



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BETTER LIFE.”

Might you say there are rival or competitor brands or products in the market? If so, how do they stack up to Kinohimitsu’s range of offerings in general? Could you point out that which makes Kinohimitsu stand out over and above the rest (if any)?

“The offerings of Kinohimitsu span across wide categories, therefore the presence of competitor brands in the market is unavoidable. Still, regardless of which category, Kinohimitsu will always emphasize on Quality. All products are using natural ingredients. Furthermore, the taste is not compromised as we ensure that our products are delicious!”

Would you describe Kinohimitsu as a special range of products that needs to be consumed indefinitely or a more of a limited-use item which can be stopped once it has achieved its intended results (a friend for a time versus a friend for life)? Perchance it depends on a case to case basis?

“Firstly we should ask why we need to take collagens and why is there a need to detoxify. We should also ponder on why we need to take balanced nutritional foods such as Kinohimitsu Superfood. Among the chief reasons are after the age of 25, our bodily mechanisms will start to gradually slow down. The natural production of collagen will be reduced. At age 40 plus, you often start to see wrinkles. That’s why we need to supplement the collagen. Furthermore, the environment causes our body to accumulate toxins. So we need to detoxify. Does this mean you once do so once and your body will be rid of toxins forever? Not really. We need to continue to detoxify from time to time. In summary, it’s not because of the product but because the body needs you to do something to keep it looking good as it stays fit and healthy.”

Readers are indeed rather particular and about brands and how they relate to the marketplace in the diverse spectrums of practical consumer experience. Might you kindly carve up the organic impression you hope to leave upon the pages of their hearts?

We believe in using the best of nature for the most effective healing through a liberating process. Thus, all our offerings seek to improve the quality of life using only natural ingredients. Without any demands on your time and energy, Kinohimitsu gives all the freedom to live a better life.”

TRANSCENDING ASIA'S HOME IMPROVEMENT INDUSTRY

FROM HARDWARE TO HOME IMPROVEMENT, MR. DIY CREATES FUN RETAIL EXPERIENCES UNDER ONE ROOF.

By AnuVenugopal

Mention the name MR.DIY in a crowd and watch the eyes of Malaysian Do-It-Yourself fans light up.

With a smorgasbord of products across 10 categories - Hardware, Household, Electrical, Car Accessories, Furnishing Stationery & Sports, Toys, Gifts, Computer & Handphone Accessories as well as Jewellery and Cosmetics, MR.DIY has refueled the nation's homebuilding scene - while revolutionizing the home improvement industry conspicuously.

The MR.DIY brand story began in 2005 as a traditional hardware shop located in Jalan Tunku Abdul Rahman, Kuala Lumpur. Still existing today, the concept of the store revolved around providing customers with hardware items important essentials to completing DIY projects.

"When MR.DIY first started it was a conventional store and the industry then was traditional. At that time we were not known as a home improvement retailer, but we wanted to transform the hardware industry to the next level and started focusing on home improvement products," said MR.D.I.Y. Group (M) Sdn Bhd's Chairman Dato' Azlam Shah Alias.

The significant business decision proved to be vital in the expansion and success of the one-of-a kind brand. As Malaysians began flocking to the store, the management went on to bring in a wider range of products and opened up of a string of retail outletsat strategic locations, many located at shopping malls.



Changing the home improvement retail scene from a time when people would have to visit different stores to purchase different types of items, MR.DIY took a bold, momentous step to give Malaysians the opportunity to have a unique retail experience - providing 14,000 products all under one roof. For many Malaysians, this decision paved the way for new and improved retail therapy sessions.

"As customers began to understand our business model and pricing, together with all the marketing and promotional activities, it grew to become more popular. As a result of that, we decided we needed to go to the customers, make it easier for them to buy products by developing stores around the country," added Dato' Azlam.

With 540 stores and counting within Malaysia, there is no denying that MR.DIY's popularity among Malaysians, particularly from the middle class ones continues to grow. From their first store in the heart of Kuala Lumpur to its latest outlet in One Utama, customers are treated to the consistent, dependable store concept and environment everywhere they go.

"We have been anchor tenants to hypermarkets international and local including Tesco, Giant, AEON and AEON BIG. Our stores complement their business and create foot falls. Our customers will shop at hypermarkets and their clients will shop at ours," said Dato' Azlam, who believes the store locations is not only advantageous to the businesses, but for the customers too.

Branding is an important element in MR.DIY's operations. The company communicates to their customers through various channels including print, online, social media and broadcasting platforms. MR.DIY's branding activities have persistently elevated over the years, with the focus on understanding their customers' psychological psyche.

"We believe it is important to have consistency in terms of messages in our campaigns. Our Vice President, Andy Chin and the team understand our customers' expectations and constantly create the right brand which reflects what MR.DIY is all about," revealed Dato' Azlam.

Through campaigns such as Biar Kami Rugi, Anda Puas Hati, Nasib Baik Tak Beli Tadi, MR.DIY Murah Lagi, Beli Cermat, Poket Selamat and Di Mana Ada Jalan, Di Situ Ada Mr DIY, the humorous yet down-to-earth campaigns address serious aspects of buying power.

MR.DIY takes their low prices business philosophy to a new level by conducting bold steps to ensure their customers are able to continue shopping at reasonable prices. This was seen in 2015, when the government had implemented GST across the board. The retailer made a bold decision to not implement the additional 6 percent in their customer's bill, losing out on that to ensure customers remain happy.

"In 2015, prices shot up and a year later people were still clamoring about prices. Majority of our customers are from the middle income group, and the words poket selamat is important to them. Many of our customers appreciate this and continue to shop with us, as we have continue to have a wide range of quality products and good services", said Dato' Azlam.

A convenient, practical outlet for shopping for the entire family, the company has invented many milestones as they focus on their three Unique Selling Points in the span of 19 years- being the largest home improvement retailer in Malaysia, providing the widest range of products and having the lowest price guarantee.

MR.DIY IS KNOWN FOR CAMPAIGNS SUCH AS BIAR KAMI RUGI, ANDA PUAS HATI, NASIB BAIK TAK BELI TADI, MR.DIY MURAH LAGI, BELI CERMAT, POKET SELAMAT AND DI MANA ADA JALAN, DI SITU ADA MR.DIY



Chief among these accomplishments is continuing to provide their target market with good quality and value-for-money products at 'Always Low Prices'. Thanks to the implementation of a proper procurement and delivery system, centering on volume and scale, MR.DIY takes advantage of the simple principle where the larger the scale, the lower the cost per unit, enabling them to deliver a product at the lowest price point.

Last year the retailer opened their 80,000 sq ft flagship store, in One Utama, creating history with this 500th store. The brand also understood the importance of reaching out to their customers online, and set up MR DIY's e-commerce web store. Their efforts to spread their wings and grow have attracted 80 million customers annually.

"The retail industry is quite dynamic and continues to improve. 10 years ago, online shopping was at an infant stage and today it is a way of life for millennials. We have new payment systems that never existed five years ago. I am not sure what will happen 10 years from now, but I know online shopping will continue to grow, the e-wallet growth will not only grow bigger and be transformed," added Dato' Azlam.

Transformation continuous to be on the cards for the company. On a mission to be Asia's largest home improvement retailer, the management of MR.DIY realized that it was not just Malaysians who loved the low prices, one stop centre shopping

experience, but it also extended to people across South East Asia.

The retailer then ventured out of Malaysia, opening stores in Thailand, Indonesia, Brunei, Singapore and The Philippines. With a total of 900 stores across the region, the busy people at MR.DIY are looking at embarking into the Cambodian market in the near future, with other ASEAN countries in the pipeline.

In May this year, the group branched out to open MR.TOY, the first Malaysian homegrown toy store chain of 6000 sq ft that offers a wide selection of products across nine categories - Vehicles & Remote Control; Pretend & Play Costumes; Craft & Activities; Sports & Outdoor Play; Action & Adventure; Building Sets & Blocks; Learning, Fun & Games; Party Supplies; as well as Infant & Dolls.

Already popular among its young customers, its slogan — "Always Low Prices, Always Fun" — reflects the company's aim of putting their customers first by offering a diverse range of toys for fun and learning, providing great value for money to all. With four stores located in Tesco Rawang, Tesco Extra Seremban 2, Tesco Mergong, Alor Setar and Melawati Mall, MR TOY aims to open more stores in the future.

While the management believe there are no direct competitors for MR DIY, the brand has had its share of challenges since its decision to expand.

"People may associate MR as a gender basis, a masculine brand. Yes, it is called

“AS CUSTOMERS BEGAN TO UNDERSTAND OUR BUSINESS MODEL AND PRICING, TOGETHER WITH ALL THE MARKETING AND PROMOTIONAL ACTIVITIES, IT GREW TO BECOME MORE POPULAR

MR DIY, but it also serves the purpose for Mr, Mrs, boys and girls. We are a brand that encompasses the masses. We target all ages, both gender, added Dato' Azlam.

Other challenges faced by the company is the lack of manpower - getting quality, right people to do the job and ensuring products are on the shelves all the time, fully stocked as well as finding the key locations to expand to within Malaysia.

"Today's market is quite challenging. The general retail market is challenging. There is a lot of concerns about cost of living, trade war, future and fluctuation of currency. Customers in Malaysia are looking at value of product that they get. MR.DIY understands that customers have a certain understanding of price point, we position the pricing to be among of the lowest in the market," said Dato' Azlam.

Ardent fans of winner of Brand Leadership in Retail — Home Improvement 2018-2019 at The BrandLaureate BestBrands Award, can look forward to new MR.DIY stores in the future and as always, products and prices that are easy on the eye as well as the wallet. This flourishing Malaysian brand is smartly breaking barriers in the region's home improvement industry.

"We want to continue being relevant and will continue to come up when technological changes such as using robotics as a distribution method in the first quarter of 2020. With efficient distribution and simpler processes, we are able to cut costs and offer the right pricing and relevant products," he concluded.

ZHULIAN CORPORATION BERHAD: PROSPERING AHEAD



By Gerald Chuah

ZHULIAN was founded in Penang more than 30 years ago; a brand which started with the direct selling of gold-plated costume jewellery products, before the group diversified into distributing consumable products under the MLM model domestically and in the region. ZHULIAN today has grown and expanded all across Malaysia, Thailand, Indonesia, Myanmar, Singapore and Brunei with an ever-growing product portfolio under their very own brand name.

With outstanding success since its inception, the brand has successfully brought people from all walks of life together through its unique business model which in turn helps grow the company into a regional prominent brand that is synonymous with quality, innovation and reliability. We spoke to Mr. Danny Teoh, the Chief Executive Officer of ZHULIAN Group on the history behind the eminent brand and how it has managed to persevere over the years, marking its territory in its respective industry today.

Can you share with us the story behind ZHULIAN's establishment?

The founder of ZHULIAN Group is my brother, Mr. Teoh Beng Seng. Initially, before starting up ZHULIAN business, he was in the fine jewellery business. While travelling overseas, he realized the huge potential of gold-plated jewellery business. Having successfully created ZHULIAN, he decided to market them

through the direct selling channel. That was how everything started. Later in year 2000, we ventured into food manufacturing business. Since then, our basic strategy for growth and success has been to reinforce our core business, by continually expanding, upgrading, diversifying and innovating and to develop new products and business by investing in and conducting intensive R&D. We reached a big milestone when the Group was successfully listed on the main market in Bursa Malaysia 13 years ago. We have grown from strength to strength over the years and we will continue to initiate business ventures abroad.

What are some of the products and services offered?

We initially manufactured and distributed gold-plated jewellery. As we evolve over the years, we seek to expand our product lines by introducing more innovative products, which will provide wider business opportunities for our Independent Distributors and Agents. Today, we take pride in manufacturing and marketing our own brand of widely-diversified products. Our own intensive state-of-art manufacturing facilities has helped us maintain the quality of our products. From dealing with only a small range of highly popular gold-plated jewellery, ZHULIAN today has successfully diversified its product lines to Home Care, Food and Beverage, Nutritional Supplements, Personal Care, Air Treatment, Water Treatment and Therapeutic products.



“OUR NEW BUSINESS VENTURE INTO CAMBODIA MARKET IS EXPECTED TO SPUR THE GROUP'S GROWTH MOMENTUM IN THE FUTURE.”

What is your background and role in the company?

As the CEO of the Group, it is my responsibility to coordinate and carry out the Group's objectives and to seek excellence in every area of the business operations. I believe doing business is a lifelong learning process. Today's business world demands that we keep learning to keep up with the constant pace of change. I am faced with new tasks and new challenges everyday. I always want to be pushed out of my comfort zone and look for ways to improve further. Though I have learned every aspects of the trade over the years with my experience in finance and corporate accounting and management, I make a point to keep learning. I also have great passion in IT which I believe to stay relevant in business, we have to commit to digital transformation. I had been fortunate to get the chance to join the 10-day Alibaba Netpreneur Training Programme in Hangzhou, China last year.

How has the brand thrived over the years from when it first started to where it is today?

I believe we have still much to do in our branding enhancement strategies. With our R&D capacity and own manufacturing facilities, we are able to ensure the international quality standards. We are also committed to creating the brand value and ensure its relevance to our target customers. Ultimately, we want our brand to shine on international stage although we have already built quite a strong brand positioning within ASEAN countries.

What are some of the core values that company/brand practice?

We uphold the highest standards of INTEGRITY in every business decision and all of our actions. We continue to carry out our mission in helping people to become entrepreneurs who can build their own business by providing a workable, equitable business model and quality products. We contribute to the socio-economic development of the countries and communities in which we operate our business.

We always practice CUSTOMER FIRST. In our business, our customers include the consumers of our products, our Distributors and Agents. We are doing everything we can to meet their need. We are committed to delivering our best to ensure our Customers are satisfied with our products and services. We are driven by a desire to understand the need of our Distributor and always enthusiastic about rendering assistance to them in ensuring their needs are fulfilled and their goals are achieved.

AS A
MANUFACTURER
AND MLM
BUSINESS
OPERATOR,
I WOULD SAY
“QUALITY”
“COST”,
“SYSTEM” AND
“PEOPLE” ARE KEY
FACTORS FOR
SUCCESSFUL
BUSINESS

We support them by providing supporting services to help them grow their business. We also continue to innovate and improve to add value to what we do in our business.

On top of that, ZHULIAN always goes with the spirit of “CONTINUED IMPROVEMENT” and associates with the bold attempt and creative mind. We value mutual respect and embrace TEAM SPIRIT and we encourage our employees to have a positive creative mindset to always think out-of-the-box and strive for excellence.

Are there any plans on expanding the brand's international foot prints and is there specific criteria on where should the brand penetrate next?

ZHULIAN has successfully penetrated into regional markets in the neighbouring countries, including Thailand, Indonesia and Myanmar. 2020 is another exciting year to us as we will officially kick off our business in Cambodia very soon. Our new business venture into Cambodia market is expected to spur the Group's growth momentum in the future. Subsequently, our next market will be Vietnam. Our Distributors are our best ambassadors of ZHULIAN brand. We have got our brand awareness up really quickly in other countries, even without having a presence in the country yet. Other than that, we need to conduct a thorough research to study the country's market trend, customers' preference, their trade restriction and related regulations before we can make decision whether to venture into the market or not. The key success factor to new business venture in any foreign country is localisation. It's a must to study and understand the market and it is necessary to make modification on products strategy, policy and systems to meet the needs of the local market in order to achieve success.



What are some of the most important key factors for successful business?

To me, to succeed in business, we have to think of long-term sustainability and how our business can remain relevant in the market. The key is we must be innovative and productive. I need to specially mention here that, we have 3 plants situated at Bayan Lepas, Penang. 80 per cent of our products are manufactured at our plants and we take pride in our manufacturing strenghts has we see this as our competitive advantage.

As a manufacturer and MLM business operator, I would say “quality”, “cost”, “system” and “people” are key factors for successful business. In terms of quality, we have to be really “Customer-centric”, sell something that customers perceive as value-for-money. For “cost”, I think it is very important to be cost effective in every business process, especially to ensure efficiency and effectiveness in our manufacturing processes, also through our supply chain, while maintaining the highest quality standard. This is crucial in determining the price of our products and ensure our competitiveness. “System” means to have a set of policies, processes and standard procedures in place so that all business activities are streamlined towards achieving the organisation's goal and objectives. “People” means how we take care of people needs and how to engage them whether they are our Distributors, customers, employees, shareholders, stakeholders or the communities where we operate our business. We need to know our priority and manage our resources well.

Can you share us some of the challenges that you faced while steering the brand forward?

Every business is affected by economic, technological, cultural and lifestyle changes. Our business has no difference. To survive and prosper, we must change to adapt to change. Young consumers nowadays prefer to buy online, so it's really important for us to keep pace with the latest market trend to continue enhance our competitive advantage in the market while still having our own identity.

Where do you see ZHULIAN in the next five years, through your own personal and corporate vision?

Of course, what I wish to see is a better and brighter future for ZHULIAN. Through our business model coupled with quality products, we offer a good opportunity for all to be entrepreneurs who can build their own business with minimal start-up cost. With our established brand and strong financial fundamentals, I am very confident toward the future prospect of ZHULIAN. Over the 30 years, our independent Distributor and Customers entrusted us to bring ZHULIAN into where it is today. We believe the Group will continue to move ahead strongly towards the next 30 years to come.

KAWAN FOOD: TASTY, DELIGHTFUL AND CONVENIENT

“NOTHING BRINGS PEOPLE TOGETHER LIKE GOOD FOOD” - AND KAWAN FOOD BERHAD BRINGS FRIENDS AND FAMILY TOGETHER WITH QUALITY FROZEN ASIAN SNACK FOODS.



“Nothing brings people together like good food” - and Kawan Food Berhad brings friends and family together with quality frozen Asian snack foods.

With its origins going back to 1970, the company was incorporated as a sole proprietorship Kian Guan Trading by its founder Mr. Gan Thiam Chai. Starting off supplying homemade pastries, such as Kuih Bakul and Spring Roll Pastry, to groceries and supermarkets, the company experienced substantial growth over the next 10 years and was subsequently known as Kawan Food Manufacturing.

Initially exporting its first products to Australia, today Kawan Food is one of Malaysia's leading exporters in the segment. A pioneer in the Asian frozen food industry, the company currently exports their products to over 40 countries world-wide.

Creative Milestones and Culinary Achievements

Kawan Food expanded its manufacturing facilities in Old Klang Road and Section 15, Shah Alam in the year 2000. Concurrently the company also started investing in the expansion of employees, as well as in the latest food manufacturing technologies available.

During this period, Kawan Food Manufacturing made history by being the first of its kind in the world to manufacture fully-automated IQF (Individual Quick Frozen) Halal certified Roti Paratha and Chapati food products.

In 2004, their product branding reached a new milestone with its incorporation of KG Pastry Marketing Sdn Bhd (KGPM). In anticipation of an Initial Public Offer on the second board of Bursa Malaysia, Kawan Food Berhad was incorporated one year later in 2005.

Constantly focusing on potential expansion developments, the company opened a brand-new 438,886.38 sq.ft.

manufacturing plant in Nantong, China in 2006, which has also received JAKIM's Halal certification. Two years later Kawan Food incorporated Kawan Food Hong Kong (KFHK).

Operating with an emphasis on advanced technological enhancement, the company upgraded their acquired 223,000 sq.ft. premises at Jalan Kemajuan in Section 16, Shah Alam and started operations in the year 2009.

Subsequently, the company proved their presence again in the year 2016, by investing approximately RM200 million into its development of their previously acquired 12.6-acre plot of land, located at the Selangor Halal Hub in Pulau Indah (Westport). This resulted in a multi-storey State-of-the-Art Halal Manufacturing Plant, supplemented with cutting-edge technology and top-of-the-line equipment.

Kawan Food Manufacturing, now Malaysia's largest manufacturer and distributor of frozen “signature” delicacies worldwide, focuses on being “Truly Friendlicious”, as their

number one priority is and always has been their valued customers. As a global industry pioneer of frozen Asian food delicacies, the company continues to focus on food quality and safety, when it comes to both their processes and products. KFM has maintained its prime position in the marketplace by sourcing for and only using the finest ingredients.

From parathas and mantous to puff pastries and veaty bites, the company uses state of the art technologies to produce a wide-variety of products through six product lines. While popularly known for its Roti Canai and Roti Paratha, the brand also produces oriental buns, bakery products, vegetarian products made out of soy protein, convenient snack products and ready to eat meals.

Acknowledging the inevitable evolving eating trends, the brand understands this consumer pattern by extending their range with creative and original consumer-friendly products, such as the Ready-to-Eat range, complemented

with Sauces, Poultry, Noodles, Rice, Onigiri, Dumplings, Dim Sum and supplemented as a Packed Meal.

An Environmentally Friendly Food Manufacturer

An ‘eco-friendly’ company, Kawan Food Manufacturing reflects their social responsibilities to environmental sustainability by installing a Rain Water Harvest System that reduces its dependency on the grid-connected consumption substantially and recycles water to compatible locations like washrooms, evaporators, landscaping and vehicle cleaning.

Kawan Food's Renewable Energy System includes transparent panel covers on the partially rooftop of the plant, built to reduce their carbon footprint and save energy to support their production house. Their Sustainable Water Resources makes it possible for water collection from precipitation to be utilized in suitable locations such as washroom, cooling towers and plant irrigation lines.

The company also operates a fully Automated Storage & Retrieval System (AS/RS), which combines quite a number of primary “green” outcomes, while it reduces the land utilization required for construction, the energy consumption, the labor requirements for the overall temperature-controlled Logistics operation, the waste production.

Their Ice Bank Energy Storage is a thermal storage provision that stores cooling energy while reducing environmental impact and which in turn is utilized for an efficient central air-conditioning system for the entire building.

Kawan Food's processes are supported by various IQF (Individual Quick Frozen) Systems that ensure the highest quality and degree of maintaining the freshness during preservation and for optimal shelf-lives. This in return, complies with the company's objectives of providing safe, healthy and hearty food products to their highly esteemed consumers.

Using a unique quick freezing process, normally used for higher-margin industry products, the method is used to ensure the highest degree of freshness and longest possible shelf life, making good on the company's promise of not compromising customers' health and safety.

Technology-Driven, Quality Food

Right from the early humble beginnings, the company's operations and philosophies have been inspired by the efforts of its Founder and its dedicated Management Team. Being a passionate catalyst for continuous improvement, the founder, Mr Gan Thian Chai has and always will prioritize part of Kawan Food's investment forecasts into Research & Development, to ensure the company's future successful continuation.

In spite of many companies relocating their businesses to lower cost countries, Kawan Food Manufacturing chose to take the challenge of building a large and unique manufacturing plant in Malaysia, based on the available advanced technologies of innovation and automation for their increased production processes and logistics, rather than to continue on a high labor-intensive modus operandi.

Throughout the years, Kawan Food has managed to achieve market leadership thanks to the steadfast commitment to the values of excellence, innovation, reliability and growth. As they advance into a New Year and a new decade, the brand aims to continue providing its global customers with authentic, safe and highest quality frozen products at affordable prices - conveniently.





BRANDS TO WATCH IN 2020

By Gerald Chuah

THE YEAR 2020 may suggest perfect vision, with the upcoming summer Olympics, U.S. Presidential election, and Brexit; but what can we expect from the world of brands and business? Here is the list of brands that will make the news in 2020.

ONLINE ENTERTAINMENT

Amazon tops the list and continues to dominate the business headlines by disrupting the grocery industry with free delivery to members, and investing heavily in Prime Video to compete with Apple TV+ and Netflix.

Netflix used to be the darling of the streaming video industry but now it's got serious competition from Apple TV+ which debuted with \$2 billion worth of original programming, including the much-anticipated "The Morning Show" and other celebrity-driven content, plus a two

billion installed hardware base.

There's also Disney (kid/family-friendly programming), HBO Max, with an exclusive 45-year catalog of original content, and Amazon Prime backed by the industry-disrupting company. Despite having a smaller music catalog than Apple Music, Spotify is adding more subscribers and enjoying strong user engagement. Not only has it been riding the podcast wave, it offers customers better personalization tools to enhance the listening experience, discover new music and share socially. There is still a chance for other players like Apple and Amazon to give Spotify a run for its money.

SOCIAL MEDIA

Reasons for concern about Facebook in 2020: criticism for not blocking un-verified political ads, continued scrutiny over data privacy, and regulatory concerns about its Libra cryptocurrency with departures from Mastercard, Visa,

PayPal, and eBay among others. And reasons to ignore the concerns are its continued strong user database, revenue and income growth. Twitter. "How Trump Reshaped the Presidency in over 11,000 Tweets" was the headline of a recent New York Times report on an analysis of Trump's use of Twitter. No other proof of the importance of Twitter, who or what it allows or doesn't on its platform – especially during the upcoming U.S. presidential election; is needed. Google should make the news because of its growing cloud business, acquisition of FitBit, development of its health-related initiatives, and its increasing competition on several fronts from Microsoft. However, Google is hit with a series of protests, including 2018's employee walkout after the company's mishandling of sexual harassment claims, and now more than 1000 Google employees have signed a petition demanding the company issue a climate plan that commits it to zero emissions by 2030.

FOOD INDUSTRY

Kroger is the world's largest supermarket chain which just rebranded with a new logo and the tagline "Fresh for Everyone." The grocery landscape is changing dramatically along with Safeway, Publix, and other traditional grocers, which face heightened competition from Walmart, Amazon/Whole Foods besides others.

The fate of Uber's food delivery arm in 2020 is significant on a few fronts. Firstly, there's the uncertain future of the high-growth, low-margin food delivery business, where UberEats is battling GrubHub, DoorDash, and Postmates, as the sector continues its takeover of the restaurant industry and expands into grocery. Starbucks

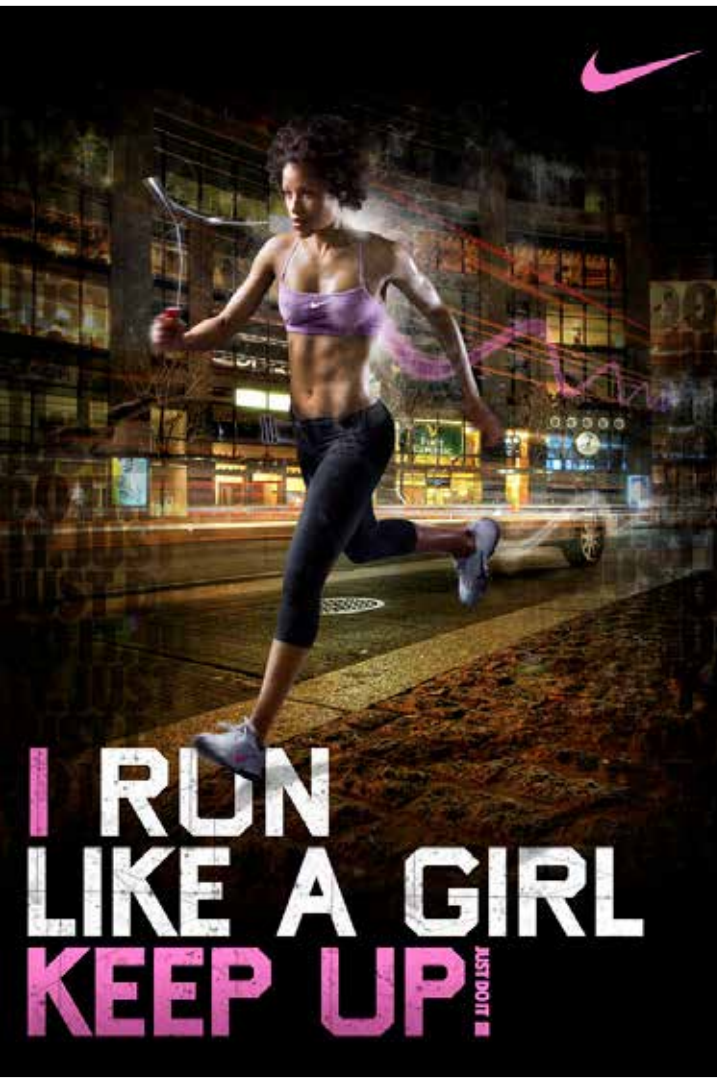
recently announced that it expects to complete the nationwide rollout of Starbucks Delivery by the end of the year. Just when things were looking up for McDonald's, including 17 consecutive quarters of global comparable sales growth, its CEO got fired for having a relationship with a subordinate. The fast-food chain continues to face challenges from Burger King and Wendy's, slated to launch breakfast nationwide next year, and Chipotle, having emerged from a successful turnaround and is opening more drive-thrus – not to mention the exploding restaurant delivery business.

RETAILERS

LVMH, which owns 75 brands such as Louis Vuitton, Bulgari, and Sephora, has made recent news

for its acquisition of Tiffany, and its record-breaking €200 billion (\$222 billion) market capitalization. The appeal of LVMH amongst consumers and investors speaks about the growing demand for European luxury worldwide, whilst other luxury fashion brands like Prada and Burberry labels, and retailers from Barneys to Henri Bendel continue to struggle. The battle between retailers (Aldi and Amazon), packaged-goods (P&G and Unilever) and food giants (Kraft and Nestle) has increasingly been one fought over direct customer relationships – and now retailers seem to be winning with private label brands, which grew four times faster than national brands last year.





FASHION/TRENDS

The traditional notions of masculinity are evolving. Awards shows are doing away with gendered categories. Men’s magazines like GQ and Esquire are rebranding themselves, moving from their male/hetero legacy to a more gender fluid and inclusive ethos. Marketers will have an increasingly difficult job portraying, appealing and engaging men.

Juul, the E-cigarette maker may disappear as quickly as it rose. The lawsuits against Juul are piling up, including the latest from D.C. for marketing to minors. In January, San Francisco will become the first U.S. city to ban the sale of e-cigarettes and other cities may follow, with a nationwide ban on the sale of flavoured vaping products.

SPORTS

When the 2020 Summer Olympics kicks off in Tokyo on July 24, athletes won’t be the only ones being tested. The Olympics itself will need to increase viewership after closing out the 2018 Winter Games with its lowest audience record. To do so, the International Olympic Committee is trying to attract younger viewers with new sports like surfing, skateboarding, and climbing; while staving off the controversy of doping when Russia was banned from competing in 2018.

APPARELS

Under Armour and Nike. Both athletic apparel companies will start the year with new CEOs. With lacklustre brand appeal, Under Armour founder Kevin Plank leaves big shoes for his successor Patrik Frisk to fill.

At Nike, long-time leader Mark Parker is being succeeded by John Donahoe, the former head of eBay and current Service Now CEO.

While his digital chops should help Nike figure out how to master online sales and services, both brands are continually facing challenges from the growing athletic wear industry.



TECHNOLOGY

Cryptocurrency has been in the news due to the scrutiny of Libra, but Alphabet’s recent announcement it had achieved quantum supremacy -- the ability to perform calculations of immense complexity with tremendous speed has blockchains like Bitcoin and Ethereum worried about their ability to withstand attacks from quantum computers.

Cloud. There’s a growing battle for dominance of the cloud computing market, forecasted to reach \$411 billion by 2022. Amongst the major players jockeying for a winning position are AWS (displacing Oracle and SAP as the leader in enterprise software), Microsoft (recently won \$10 billion JEDI contract from the Pentagon), Alibaba (now #3 in cloud), and Google, which just entered into partnership with Indian IT services provider HCL.

Momentum in the ride-hailing business has been slowing and Uber continues to face stiff competition from Lyft which posted in its recent quarterly report of strong revenue growth and promising outlook on future profitability – as well as from the growing scooter and bike rental companies (including Uber’s own Jump e-bikes.)

CHINESE BRANDS

Huawei, the Chinese telecom giant is one of several China brands to keep an eye on. Although the U.S. trade ban against Huawei was a major challenge for the company this past year, many U.S. companies including Google are still awaiting permission to do business with the brand.

E-commerce giant Alibaba continues its strong performance into 2020 by driving engagement and reinvesting its profits into strategic growth areas such as the cloud, original content, local consumer service, and logistics.

Lesser-known e-commerce player Pinduoduo is also in the watch list, as it has 500 million active users and group-buying business model. Lenovo has been competing on all fronts, with aggressive promotions on laptops and other hardware, a partnership with Oculus to develop a more immersive gaming headset, and strategic deals with Intel, Qualcomm and Microsoft.

Perhaps the most important Chinese brand (other than China itself) is Tik Tok, the micro-video social media platform. In less than two years, Tik Tok reached over one billion downloads in 150 markets worldwide and 75 languages and its popularity continues to skyrocket.



Branding Index

WELCOME TO BRANDING INDEX, A PLACE FOR YOU TO LEARN MORE ABOUT WHAT'S HAPPENING IN THE SPHERE OF BRANDS AND BRANDING AROUND THE WORLD.

BRAND STORY>

Learn more about brand's success story and their useful branding tips.

BRAND NEW>

Get an exclusive look at a featured new brand on why they're becoming the talk of the town.

BRAND VOICE>

Highlight on a chosen rising brand on their phenomenal growth in their respective industry.

BRAND TECH>

Check out what's currently brewing in the technology arena.

BRAND EXPERT>

Get the insights from experts on how they manage their brand.

BRAND ANNIVERSARY>

A commemorative spread celebrating a long-living successful brand today.

GRAPEVINE>

A list of new and upcoming brands to watch out for.

BRAND GROOMING>

A guide to creating and maintaining your personal brand.

Q&A WITH MIRRIAM MACWILLIAMS

AKA AMERICA'S MILLIONAIRE TRADER.

By Gerald Chuah

This self-made millionaire and ex-Director of Education of US Investors Club turned US\$10k to US\$2 million profits within two years.

In 2013, she was conferred the prestigious Brand Laureate Awards as a "World's Leading Trading Coach & Trainer" in 2013.

A corporate high-flyer at the peak of her career, Mirriam gave up her six-figure annual salary. Currently she is the chief trainer with Wealth Mentors.

Since 2003, Mirriam has taught over 10,000 students in Asia and America on how to generate profits in the stock market through her "30-Min a Day Winning Wealth Formula."

In this Brand Expert Q&A, Mirriam talks about some of the current financial trends and affecting the region and what's the outlook for 2020 and beyond.

The answers given are based on her own personal study and experience, which have proven to be invaluable in her years of experience in the business.

Q: Where is the global economy headed with so many conflicts i.e., US vs China trade war, and the street protest in Hong Kong? How will news affect the stock market?

My experience is that price and only price are the only true indicator of what is happening in the stock market. When share prices are rising there are more buyers than sellers. When they are dropping there are more sellers than buyers.

Everything else is just noise as the reasons do not really matter. As such I have avoided reading news bulletins relating to geo-political and social issues either from around the world or my own country of residence.

Q: If we are headed towards a global recession, how should individuals and small business owner protect their investment from losses?

We all need to realize that recessions are a normal part of any economic environment and should not be feared.



“SINCE 2003, MIRRIAM HAS TAUGHT OVER 10,000 STUDENTS IN ASIA AND AMERICA ON HOW TO GENERATE PROFITS IN THE STOCK MARKET THROUGH HER “30-MIN A DAY WINNING WEALTH FORMULA.”

Some recessions are more severe than others while other recessions are milder. Some recessions last for a short time while others last a longer time.

In my professional trading practice, I've used the 'Inverted Yield Curve – where shorter term interest rates are higher than the longer-term ones. The question is how long will the economic environment remain intact without reacting before the recession arrives.

Although no one knows exactly when it will occur, this advance warning has proven to be accurate in the past and has helped me to determine whether or not to participate in my trading strategies designed to last anywhere from six months to a year.

Since our goal in investing is capital protection you must consider two key factors: Your risk tolerance, and when you will be needing the invested capital (e.g., two years or 10 years or 30 years).

Q. Why is your Options trading your instrument of choice?
I prefer to trade options in the US stock market as I can control a large number of shares for a small amount of money relative to owning the stock. The option enables me to trade the market in a bullish or bearish environment or both.

Most individuals are not aware they can position themselves to make money in a stock whether it goes up or down. This is valuable as I am not having to pick the perfect stock and the perfection direction – I can do both at the same time with options.

When trading options we do need to observe the movement from the stock. If I do not see that, I can lose a small amount of capital. However, I can also collect monies from the stock market on a weekly or monthly basis which monies would set-off any small losses from an upside or downside move.

Q: Talk about the benefits of a Trading Lifestyle compared to a 9 to 5 job, and what are the risks and rewards?

While there certainly is a learning curve to trading, practicing trading is the key (which I still do until today). I've learned an important lesson when I began trading, and that is not to practice with my live capital – I practice only with 'paper money'.

I also believe having a sound money management fundamental to build confidence when you are trading live.

Only when I begin seeing a consistent profitable result, would I consider funding a live account.



Trading is not a 100% successful endeavour – we will have our losses.

But once you understand and accept those terms, you will have an amazing passion for this business which may generate substantial monies working from your home, even with the smallest capital.

In the world of trading, many so-called experts have come and gone, but you remain strong for over two decades. Share with us your secret of Brand success.

I believe that success comes from having a balanced lifestyle. There are individuals who would eat, sleep and breath the stock market at the expense of their health and personal relationships. Divorces are not uncommon.

I've made the conscious decision to focus primarily on my health, as without it, we are not good for ourselves or others.

This entails eating healthily, and taking time to exercise, practise yoga and meditation, and studying the Universal Laws of Prosperity.

I realize that interpersonal relationships may suffer when you focus too much on analysing the stock market, so I had to create a balance – as family time is very, very important, and it should not be sacrificed in the pursuit of wealth. I also believe in taking a holiday rest and to recharge my batteries.

Q: Businesses are brands, and vice-versa. As a stock trader, what do you notice about the characteristics of a strong vs a weak brand?

There is no real answer as one “hot” stock today can become cold tomorrow for any number of reasons.

When deciding to invest in stocks, the average individual should consider trading an Index or ETF which is a collection of stocks.

One can participate in 500 of the top stocks in US with the purchase of just one share of the SPY.

We still need to become a student of the market to make sure that we are making this purchase at a time when the stock market has the highest probability of going up in price.

The alternative is to consider options for protection that invested capital.

Q: Although you are based in United States, you have revisited Asia countless times to impart your knowledge and expertise. What do you like most about Asia and its people?
My husband and I had been travelling to Asia for many times, as we do underwater photography.

Needless to say, we both love Asia – the people, the food, the kindness and the love. I consider them my family.

I saw that trading the US Stock Market lent itself quite well to being traded in Asia.

The reason is the US Stock Market opens for trading at 9:30AM EST. Since Asia is 12 hours ahead, one can maintain their current lifestyle in Asia, and have sufficient time to spend time with their families and still place a trade.

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I don't like to see my role in Asia as a business opportunity – I like to see it as an opportunity to share my life's experiences with individuals where their lives can be changed in the most amazing way possible.

It will take effort, however it will all be very well worth it!

Q: How does winning The BrandLaureate Awards make you feel, and why is it important for your brand?
It truly makes me feel honoured to be among so many gracious and prestigious individuals whose goal is as mine – to make the world a better place through our skills, talents and blessings.

While I did not get the chance to visit your International Brand Gallery on my past trip I would like to make that happen in the upcoming one!

*Wealth Mentors, founded by husband and wife team Aaron Sim and Tracy Wong, has been helping clients to create wealth since 2003, and continues to bring world class speakers to Asia such as Millionaire Trader Mirriam MacWilliams.

With offices in Malaysia, Singapore, and Philippines, the company brings an exclusive variety of world-class training that enables people to enrich their lives with more of what they want and deserve - money, freedom and happiness.

For more info go to <https://wealthmentors.com>.

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FUSION FLAVOURS FROM COCA-COLA

THE HIGHLY ANTICIPATED AHA
SPARKLING WATER DEBUTS IN 2020.



THE WORLD'S MOST POPULAR BEVERAGE BRAND COCA-COLA IS CREATING A LOT OF FIZZ WITH THEIR UPCOMING PRODUCT LINE - FUSION SPARKLING WATER AHA.

Launching in March 2020, the new brand release moves in synch with the changing mind-sets of Americans, who are moving away from soda-based, high-sugar beverages towards healthier options such as low sugar sugar free options - with a little fizz.

Calorie-free and sodium free, the new brand's trendy packaging and innovative marketing has the makings of all the right elements to address the evolving needs of consumers and establishing its brand name in the competitive market that continues to develop - particularly in North America.

The company's latest offering comes after extensive research and consumer insights on the evolving needs of consumers. According to Market Research Future, the global sparkling water market segments into plain and flavoured, with the former dominating the market. Despite its popularity, the flavoured sparkling water is forecasted to be the fastest growing segment in the forecast period ending 2023.

Data from Beverage Marketing revealed that the popularity of sparkling water has increased over the years, with American drinking the fizzy alternative to still water on more occasions and over the day. These preferences have escalated in the past year, with statistics revealing that bottle sparkling water volume grew by 26 percent percent to 531 million gallons.

"As the largest and fastest-growing part of the water business, mainstream flavoured sparkling water is a segment we know we must double-down on. AHA is our big-bet brand in this big-bet category," said Celina Li, Vice President, Water, Coca-Cola North America.

Coca-Cola also went back to basics, finding out the thoughts and troubles of sparkling waters drinkers of various kinds - the loyal sparkling water drinkers, the occasional drinkers and those who have yet to find a sparkling water product they enjoy through data mining and interviews. With an early list of 800 potential flavours before testing 50 combinations before zooming on the final eight fusion flavours that represent AHA. Focusing on a diverse range of consumers, the well-known brand consulted potential AHA consumers across various channels including grocery, drug, mass retail and convenience.

The results? Eight bold and surprising fusions - Lime and Watermelon, Strawberry and Cucumber, Citrus and Green Tea, Black Cherry and Coffee, Orange and Grapefruit, Apple and Ginger, Blueberry and Pomegranate and Peach and Honey. Taking a cue from one of the world's most beloved soft drink Coke, the Citrus and Green Tea as well as Black Cherry and Coffee combinations include 30 mg of added caffeine for a pick-me-up for any part of the day.





"As we started to create the essence of this new brand and what we wanted it to stand for, vitality and positive potential were at the top of the list. "We knew we wanted the name and look to be expressive and full of life, and for our unique flavour pairings and sensory experiences to create an element of discovery, differentiation and delightful surprise." Julie Siwemuke, Sparkling Water Director, Coca-Cola North America said.

AHA is not the company's first sparkling water product. Dasani's line of the fizzy water was released in 2014 and a year later, the sparkling version of Glaceau Smartwater hit the stores. The company added Topo Chico, a sparkling mineral water sourced from Mexico in their portfolio in 2017.

"Sparkling water has had another very big year, and we are well-positioned to increase our presence in the category in a big, bold way. In addition to our popular, fast-growing offerings from Smartwater and Topo Chico, AHA brings another exciting entrant to the category that is forward-thinking and will not just inspire people to try it, but give them a reason to choose the brand over and over again," Li added.

In the Asia Pacific region, the sparkling water market is divided into China, India, Japan, Australia and New Zealand, and the rest of Asia-Pacific, with the demand for flavoured sparkling water higher in developing countries like China and India. While there is no word out on when AHA will be available in Asia Pacific, there is huge potential for Coca-Cola's Aha sales in region, since the market is expected to develop quickly – thanks to the increasing awareness of sparkling water. This along with a higher demand for healthy



“AS THE LARGEST AND FASTEST-GROWING PART OF THE WATER BUSINESS, MAINSTREAM FLAVOURED SPARKLING WATER IS A SEGMENT WE KNOW WE MUST DOUBLE-DOWN ON. AHA IS OUR BIG-BET BRAND IN THIS BIG-BET CATEGORY,”

beverages among citizens in developing countries in line with evolving lifestyles contribute to the growth of the Asia Pacific market.

"There are unmet needs for consumers in the category today, both for those who don't drink sparkling water regularly today and for those who do. When shoppers browse the sparkling water aisle, they're looking for interesting and approachable flavours that offer a refreshing treat. They're also drawn to fun, colourful brands with personality," added Siwemuke.

All eyes are on AHA as it is the first major brand launch in a decade for Coca-Cola North America, the last being the tea beverage Gold Peak, released in the market in 2006. Coca-Cola also plans to add a new line of non-sparkling Smartwater drinks with flavours next year.

"We're constantly expanding our portfolio with new categories, flavours and packages. This vision is coming to life through the fastest-growing category in our largest market with innovations that meet evolving needs and preferences. Water is a primary example of how Coca-Cola North America is embracing a true total beverage company strategy with exciting new brands like AHA," said Shane Grant, President, Still Beverages Business Unit, Coca-Cola North America.

First produced in Atlanta, Georgia in 1886, as a syrup by pharmacist Dr. John Stith Pemberton, Coca-Cola was available for five cents a glass. The syrup was combined with carbonated water and the concoction produced a delicious and refreshing drink. Building a global network in the 1920s, the brand went on to offer more variety to people including sports drinks, enhanced water, ready-to-drink coffees and protein-packed beverages. With new products, lines and enhancements over the years, Coca-Cola continues to be a brand that provides quality, thirst-quenching beverages and is consumed by millions in more than 200 countries.

Puan Sri Tiara Jacquelina

MAKING DREAMS INTO REALITY

- ACTRESS, FILM PRODUCER AND MUSICAL THEATRE DIRECTOR
- BEST ACTRESS FOR THE FILM RINGGIT KASORRGA, AT THE 12TH MALAYSIA FILM FESTIVAL
- CHIEF DREAM MAKER, ENFINITI ACADEMY OF MUSICAL THEATRE AND PERFORMING ARTS
- FOUNDER OF LUXURY GLAMPING RESORT TIARASA MEMBER, BOARD OF ADVISORS- TASMANIAN SCHOOL OF BUSINESS AND ECONOMICS&MALAYSIAN ACADEMY OF SCIENCES

"When I direct or produce a show, I lead a team of 180 people, who work with all their hearts to produce the best shows Malaysians have every watched. 70 % of the people are men. They call me "Boss", said Puan Sri Tiara Jacquelina Eu Effendi.

Coming from a Burmese-Indonesian-Chinese lineage, Jacqueline Eu, as she was previously known, has never fit the usual stereotype of the fairer sex. She was the girl who would constantly challenge the neighbourhood boys to a game of basketball, downhill cycling races and crossing monsoon drains after a big downpour.

"My late grandfather was a very staunch Buddhist used to make all his grandkids whether male or female, do weekly chores like cleaning the neighbourhood drains and compounds, cook weekly breakfast for the neighbourhood gardeners and garbage collectors. We also were that kind of family where everyone grew up singing and performing at every family gathering," added Puan Sri Tiara, who grew up brimming with confidence, but conscious about staying humble and keeping it real.

Her unique streak carried on to her college days, where she was the leader of the pack, who held court in the cafeteria, even putting together and managing KDU's football team called Jackie's XI. It was also there where she learnt to organize training and inspired tired boys to carry on, and was the most energetic cheerleader during every football match.

Her cheerleading days continue today, albeit in a different environment. As Enfiniti's Chief Dream Maker, she leads a team of the brightest, most energetic and most motivated talents. Besides putting up world-class shows like Puteri Gunung Ledang and OlaBola and creating excellent leaders and communicators of the future through their drama-based training programmes at Enfiniti Academy, the company also provides rebrands Glamping through the unique resort Tiarasa Escapes in Janda Baik.

A self-confessed believer, game changer and dream maker, Puan Sri Tiara feels strongly about thinking positive, she enjoys working with positive people and young and energetic people – always hoping to catch their enthusiasm for life.

Always passionate about life, Puan Sri Tiara started off looking for talents for a modeling agency, moved into television production and movies, acting in films such as Ringgit Kasorrga (1995), Perempuan Melayu Terakhir (1999) and Puteri Gunung Ledang (2004).

The mother of two and recipient of many local and international awards is well-known for her bold, innovative and groundbreaking ideas. A perfectionist with a keen attention to detail, her "Midas' touch" sets new benchmarks that make every Enfiniti experience outstanding and unforgettable.

An exemplar of a successful modern woman, for Puan Sri Tiara, International Women's Day is about celebrating each other and reminding ourselves of the need to continuously support and lift each other up every day.

The award-winning director, producer and actress is a strong advocate of women's rights and believes in the ability of women in today's competitive world. This is reflected in Enfinity's workforce, where four out of seven head of departments as well as two thirds of the board of directors are "extremely capable women."

For Puan Sri Tiara, life is about going beyond the ordinary – whether at work, leisure or women's causes.

"I don't do ordinary. People have seen ordinary. A three decade journey to various art forms has taught me that. In a space this small, limited by four walls, I am pushing the boundaries of the human body and the mind beyond its limits," she revealed.

Falling in love with musical theatre since the 80's, Puan Sri Tiara's contribution to Malaysia's entertainment and performing arts scene is renowned and celebrated. Her love for the arts goes beyond passion, and settles on a hunger, the fuel that drives her to achieve what's never been done before.

"It requires the highest level of precision and perfection. Every second and every move matters. In a space where every single detail counts, I am functioning to the fullest. It is my obsession," said Puan Sri Tiara, who describes her time on stage as powerful.

When it comes to achieving goals, she believes in setting high goals for herself. No stranger to challenges in the entertainment industry, the difficulties she faces forces her to innovate and be creative under pressure.

"I don't have tens of millions to produce a show on stage, but I do have the

same two hands, two legs, two eyes and a brain, as others who have done great things. I live and breathe that sort of life," she added.

Besides musical theatre, Puan Sri Tiara has always been passionate about developing and nurturing young local talent, the reason behind the founding of Enfiniti Academy in 2011. Armed with the purpose of developing an ecosystem for performing arts in Malaysia, for her it is all about leading the younger generation, both boys and girls.

"It is important for me that the younger generation continues to carry the torch for the sake of the performing arts eco system. The seeds will grow and what they will create in the future is beyond our imagination. The experience of watching a show only lasts for a few days, months or years. In the memories of the audience, ordinary doesn't last but luarbiasa (extraordinary) does," she added.

"My dream is for Enfini Academy to be the incubator for the next generation of creative, innovative, confident, inspiring, passionate future performers, creators, thinkers and future leaders of Malaysia," she added.

The Academy, her "baby" alongside Ringmaster, Joanna Bessey has over 1000 students between the ages of 3 and 53, with an alumni consisting of the country's most talented personalities including TV Host and Beauty Queen Amelia Henderson, singer-actress Tria Aziz, and actress Jasmine Suraya Chin.

A strong believer of women going all out to realize their dreams, the Group President and entrepreneur's advice for young women looking to achieve their dreams is to be a perfectionist and do the best you can do in life.

"I try to live up to their expectations as a leader who is bold and inspiring. I feel that a lot more gets done when your team look up to you and when there is mutual respect for each other. These super humans give me extra ordinary. It's an empty canvas waiting to be brought to life," she shared.

Sippy Sujan

CONQUERING ASIA'S IT SCENE

- CO-FOUNDER AND REGIONAL DIRECTOR ITCAN PTE LTD
- BLACKSWAN WOMEN EMPOWERMENT ENTREPRENEUR AWARD 2019
- TOP FINALIST FOR INDIAN WOMAN ENTREPRENEUR AWARD 2019

"In today's world, more and more women are getting empowered but what's important is the awareness and change we should bring to the thought process of educated men in society. A whole generation worked to empower women, but forgot to teach men how to live with empowered women – that awareness is important to work upon most aggressively," said Sippy Sujan.

Sippy has always had an interest for brand management and marketing – even before graduating with an Honours degree in Economics and an MBA in Marketing & Finance in New Delhi, India. She began her professional experience working in the auto industry for two years before moving on to the tech world in India and Singapore. Co-founding ITCAN Pte Ltd in 2006, she has led the \$50 million, 1300-employee business to record-breaking growth.

Growing up, Sippy faced gender discrimination but she admits that this turned out to be a blessing in disguise, making her stronger and more confident to fight for the best opportunities and to be treated equally.

"From the beginning, I always believed in not giving up. The tough times helped me find a positive attitude which in turn helped me attain emotional intelligence, sharpen my thought process and communication skills to speak up and be heard," added Sippy.

However, she now believes that there is a silver lining on the grey gender discrimination cloud. As she articulately puts it – "explicit gender bias has largely disappeared from the workplace due to tougher legislation and increased focus on diversity". Sippy believes the shift in issues has become more subtle and these challenges have taken a different form from those encountered by previous generations of women.

"For senior women leaders, the onus is on us to support women and ensure that they realize their full potential. Our strategy to drive gender equity in leadership includes having credible female mentors and role models. At ITCAN, we do so

by scouting for suitable candidates and working with them to progress their careers to the next level. As an industry, we can do more to push the culture of mentorship forward to support the younger generation of upcoming women leaders," shared Sippy.

Commenting about International Women's Day, Sippy views the global event as a day that empowers women and inspires change through gender equality. For Sippy, the 10 values emphasized by the important event are Justice, Dignity, Forgiveness, Equality, Hope, Collaboration, Tenacity, Appreciation, Respect and Empathy.

For Sippy, human rights are synonymous with women's rights, and women's rights are human rights. At their most basic, human rights concern reciprocity in human relationships that extend to all humanity and beyond.

"Individually, we are all responsible for our own thoughts and actions – all day, every day. We can actively choose to challenge stereotypes, fight bias, broaden perceptions, improve situations and celebrate women's achievements. Collectively, each one of us can help create a gender-equal world. Let's all be #EachforEqual," said Sippy.

"By bringing awareness to issues such as Sexual Harassment, Gender Pay Gap, Gender Bias and others, women know that they aren't alone. Large corporates not only welcome but take a conscious approach towards the diversity ratio, capitalizing on the different way men's and women's minds are wired, finding yin and yang through a perfect balance between ideals and governance," added Sippy.

Sippy believes violence against women and girls continues to be a major cause that needs to be championed in 2020. She feels strongly in raising awareness to root out violence against women and girls, fighting against the impunity, silence stigma and shame that surround it. Sippy walks the talk by working in

over 40 countries to stop violence against women by supporting the required amendments in the laws and challenging culturally accepted practices that treat women as second-class citizens.

"Achieving gender justice is not only a matter of basic rights but also a means of achieving fairer societies and overcoming poverty. We have already seen the difference that equal job opportunities, equal healthcare and education, equal decision-making power and freedom from violence can make; when women and girls are able to make their own choices and exercise their collective voice, when institutions address their needs and interests," explained Sippy who believes that we all have an equal part to play in making it happen.

Sippy is a leader who has absolute faith in women's ability to head top management positions. Drawing from numerous studies that have demonstrated that women managers and leaders are just as effective as men, she also believes that women excel at creating productive and engaging work environments.

"Women represent an extraordinary talent pool. This is particularly significant in light of the dramatic shortage of highly qualified and skilled workers worldwide. Businesses with the most women managers, members of the C-Suite and corporate boards have better financial returns. Today, many women are successful entrepreneurs and their businesses are flourishing," she affirmed.

No stranger to challenges, Sippy admits being a working mom in the corporate world is a daily challenge.

"In today's time maintaining a work life balance is difficult for any gender, and on top of it being a woman and mother, it becomes more challenging as children expect you to be with them in their every little step as they learn new things and be around as they progress freely towards exploring the world on their own," she added.

Sippy admires everyday, ordinary woman who stand up for themselves and other women. She is motivated by real heroines who live life confidently. Sippy named actress and United Nations Women Goodwill Ambassador Emma Watson as an inspiration, for supporting causes such as HeForShe, the gender equality-women's movement.

Her advice for young and upcoming women entrepreneurs and leaders is to understand that there will be risks to take and personal sacrifices to make. They should understand what others see as their defining strengths and contributions.

"It requires a bit of effort and an open mind, and we can begin by removing any self-imposed constraints preventing us from putting ourselves forward for bigger, better opportunities. Women leaders can often benefit from an extra dose of self-reliance, especially when others can't yet see what we're capable of. So if, for example, you receive negative feedback from your boss on something you think you could excel at, don't give up right away – think about what it would take to show them otherwise," she concluded.



2020 A LEAP YEAR OF OPPORTUNITIES

Every once in a four years, Earth experiences Leap Year and we have an additional day in the month of February.

The concept of Leap Year still fascinates many of us and it is no wonder. While it is common knowledge that it takes the Earth 365 days to revolve around the sun while rotating on its axis, with each rotation lasting 24 hours, or one whole day. Many are unaware that Earth actually rotates slightly more than 365 times in a year. The extra rotation adds up to one extra full rotation every four years – and thus we have an additional day - February 29.

In the Gregorian calendar, the extra day tacked onto the end of February every four years accounts for Earth's spinning around the sun five hours, 48 minutes, and 45 seconds longer than 365 days. Across the world, leap years and specifically 29 February are known accepted by people both positive and negative lights. A Greek superstition goes that marriages that take place in a leap year will eventually end in divorce. In Scotland, it is a common belief that those born on Leap Day will have a life full of suffering. The German proverb "Schaltjahr wird Kaltjahr" translates into "leap year will be a cold year".

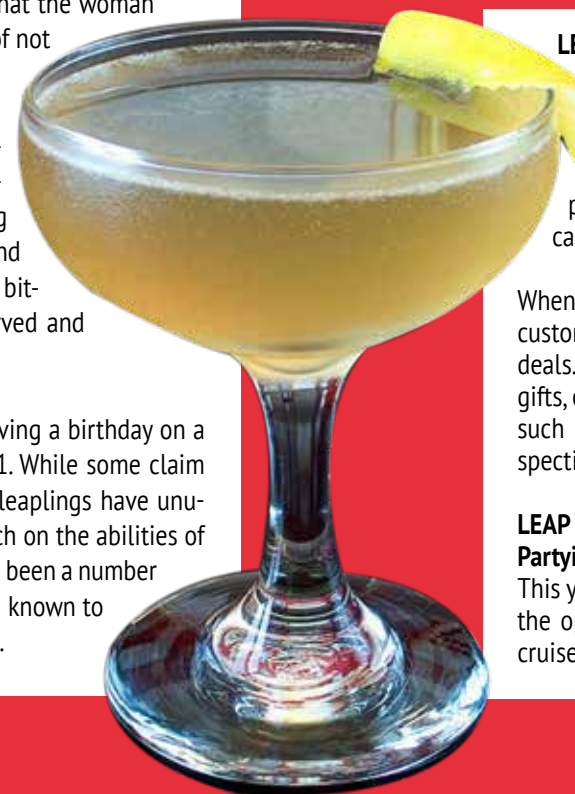
It's not all doom and gloom for the Leap Year. According to an old Irish legend, Saint Brigid successfully reached an agree-

ment with Saint Patrick. If one would believe it, Brigid of Kildare brought about the first feminist movement, when she got the "Apostle of Ireland" to say Aye to allowing women to propose every four years on Leap Day.

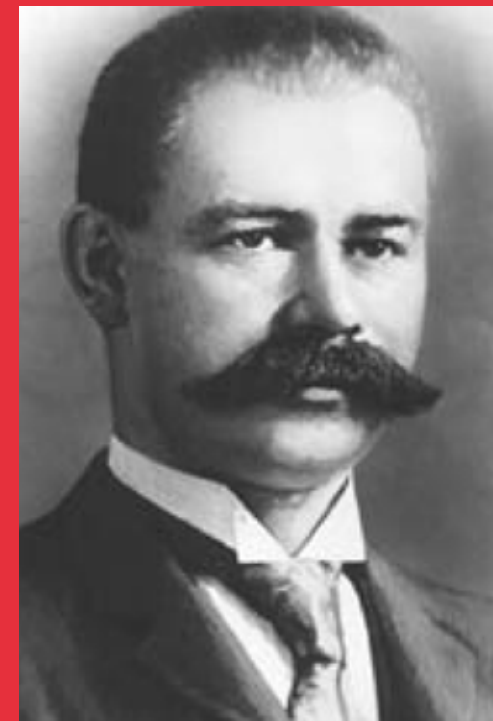
Also known as Bachelor's Day, 29 February was also the day that any man who refuses a woman's proposal on the day has to buy her 12 pairs of gloves – so that the woman can wear the gloves to hide the shame of not having an engagement ring.

Fast forward to 1928, the Leap Day Cocktail was created by bartender Harry Craddock at London's Savoy Hotel. Featuring a dash of lemon juice, 2/3 gin, 1/6 Grand Marnier and 1/6 Sweet Vermouth, the bittersweet concoction is then shaken, served and garnished with a lemon peel.

According to the BBC, the chances of having a birthday on a leap day are approximately one in 1,461. While some claim astrologers believe that leap babies or leaplings have unusual talents (there is no concrete research on the abilities of those born on the special day) there have been a number of outstanding achievers who have been known to grace the world with his or her presence.



LEAP DAY BABIES



HERMAN HOLLERITH

(February 29, 1860 – November 17, 1929)

A businessman, scientist and statistician, he created a name (and history) for himself after inventing a line of machines that could tabulate and sort large amounts of data quickly, all the way back in the late 1800s. Hollerith's invention was used to help the American government study census data.

LEAP YEAR MARKETING

While Leap Day is considered a special day, not many companies and brands take advantage of the day to the fullest, particularly in the Asian region. The day that comes once in four years gives brand owners the opportunity to market its products and services through interesting and unforgettable campaigns.

When brands have promotions for a short period of time (or a day), customers are more likely not wanting to miss out on the special deals. Companies that give the promotions such as discounts, free gifts, exclusive gifts or special editions for a selected group of people such as members of their loyalty programme, also encourage prospective customers to join on.

LEAP YEAR TREATS

Partying On a Cruise Line

This year Carnival Cruise Line Australia is offering February 29 babies the opportunity to celebrate their birthdays in style with a special cruise. The exclusive package which comprises on a 4 Night Adelaide

GIOACHINO ANTONIO ROSSINI

(29 February 1792 – 13 November 1868)

The Italian composer was famous for 39 operas including comic operas such as The Barber of Seville (1816), Cinderella (1817), and Semiramide (1823). Known to have broken the traditional form of opera buffa, Rossini was also known for his legendary witty quips.



TONY ROBBINS

(Born: February 29, 1960)

Anthony Jay Robbins is an American author, life and business strategist known for his motivational speeches, seminars and self-help books including Unlimited Power and Awaken the Giant Within. Born in California, the Number One #1 NY Times best-selling author, philanthropist and entrepreneur is known as "the father of the life coaching industry".

JA RULE

(Born 29 February 1976)

Born Jeffrey Bruce Atkins in Queens, New York, the rap and hip-hop artist is known for his duets "I'm Real" with Jennifer Lopez and "Mesmerize" with Ashanti. In 2001, his album Pain is Love debuted at number one on the Billboard 200. He also appeared alongside Paul Walker in the movie The Fast and the Furious in the same year.



SUPERMAN

(February 29, 1938)

One of the world's most loved superheroes, The Man of Steel's official birthday was declared by DC Comics editor Julius Schwartz in the 1950's to be February 29. Created by Jerry Siegel and Joe Shuster, Superman first appeared in Action Comics in June 1938. It was his popularity that launched other superheroes into the limelight. The world would not be the same without the birth of Superman.

cruise departing from Melbourne on 27 February, is only for Leaplings and their loved ones who would like to join in the "once-every-four-years" birthday party on the cruise ship.

Travelling cheaper on Leap Day

In December, Australia's Virgin Australia gave its Velocity rewards card members a chance to fly cheaper domestically on 29 February. The sale included discounts of 50 percent off their Getaway branded base fares for domestic flights between all Australian airports. Members who took advantage of the promotion were able to fly from Sydney to Perth for just \$129.37 (instead of \$239) and Sydney to Melbourne for just \$71.19 (usually \$119).

Happy Leap Year!



A Lotte to Gain

FROM A CONFECTIONARY TO A LIFESTYLE BRAND, THE LATE SHIN KYUK-HO CREATED AN EMPIRE ACROSS THE GLOBE.

The world lost an inspirational personality on January 19, the late Shin Kyuk-ho.

A migrant, an entrepreneur –and a legend in the conglomerate world, the story of Lotte is one for the books.

It all began with an observation at the end of the Second World War, when Shin Kyuk-ho saw American soldiers in postwar Japan hand out chewing gum to children. An idea blossomed in Shin's mind and he began selling chewing gum in 1948 in Tokyo under the brand name Lotte – inspired by the character CharLotte in Wolfgang von Goethe's novel "The Sorrows of Young Werther".

Born in Ulsan, South Korea in 1921, Shin moved to Japan at the age of 20, when Korea was under the Japanese rule. Known as Takeo Shigemitsu in Japan, he studied chemistry and earned his living delivering milk and newspapers before establishing a company that produced soaps and pomade in 1944. However, his factories burnt down during the war.

In true entrepreneur spirit, he went on to establish Lotte, gaining fans and followers from its first days. From the delightful bubble gum, their product portfolio went on to include confectionaries such as chocolates, cookies, candy and ice-cream.

Shin expanded Lotte into areas as tourism, retail, petrochemicals and construction. Over the years, he successfully grew the business into becoming South Korea's fifth conglomerate or chaebol. Today, Lotte is on the same league as South Korean retail giants such as Samsung, Hyundai and LG, and recognized as one of the most successful conglomerates across the globe.



Not one to forget his roots, Shin began to invest in his native South Korea, after the two countries formed a diplomatic relationship in 1965. His first venture was to set up Lotte Confectionery and with that one bold move, became instrumental in modernizing the food industry and improve standard of living of fellow South Koreans, during a time when spirits were low. Shin also took time and effort to lead the development and advancement of the food industry in his homeland.

Shin was recognized as one of the entrepreneurs who teamed up with the government in the 1960s to restore battle-scarred South Korea. The support given by him and others in the industry in turn assisted the economy's rapid industrialization, called the "Miracle on the Han River."

The 1970s saw South Korea growing rapidly and Shin expanded his empire with the opening of Lotte Chilsung Beverage, LotteSamkang, LotteHam/Milk, and Lotteria as the largest food business in the country. He also established Hotel Lotte and Lotte Shopping, creating history in the tourism and distribution sectors. Lotte Chilsung Beverage, Honam Petrochemical Corp., Lotte Engineering & Machinery MFG, Lotte Electronic and Lotte Int'l were also established, with the idea of promoting national key industries.

A decade later, Lotte edged out its competitors in the areas of distribution, tourism, and food industry as it accumulated capital and technologies – and became one of the 10 major businesses in the country. With a focus on expansion, the company paved the way for promotion in international markets. Other than completing the construction of Lotte World, establishing LotteHotel Busan and Lotte Corporation, the group also expedited its presence in the high-tech industry through Lotte Canon and Korea Fuji Film, as well as Lotte Giants and Daehong Communications. The Lotte Central Research Institute and Lotte Distribution business headquarters also began as a significant role for the R&D of new products and spread of distribution expertise.

Achieving top rankings in the areas of distribution, tourism, and food industries in the 1990's, the company fast-tracked market expansion across the world. The 90's also saw the founding of Korea Seven, Lotte Logistics, and Lotte eFresh Delica, as a method to create new distribution and living culture in the 21st century. Despite the Asian Financial Crisis in late 1997, Lotte steadily continued its growth based on the best competitiveness in the market and outstanding financial structure.

In the 2000s, Lotte grew into a leader in the food, retail, tourism, service, chemical, construction, manufacturing and finance industries. The conglomerate established Lotte.com, Hi Star, Lotte Super 2002, Lotte Economics Laboratory (now Lotte Institute of Economy & Strategy), as well as acquired Dongyang Card, KP Chemical and KP Chemtech. Lotte expanded its footprints into Europe, the Middle East and the Americas, strengthening its position as a global company. Lotte has been steadily growing in the 2010s, smoothly transitioning from a general confectionary manufacturer to a total lifestyle company in the 21st century. Today, the company has commercial footprints in 30 countries including China, India, Malaysia, Japan, US and Poland, among many others.

Instrumental in the conglomerate's global success for six decades, the late Shin handed down the daily operations of his company to his second son, Shin Dong-bin in 2011. Troubled by ill health, he took time off from the group and took on the honorary chairman position in early 2016. Despite stumbling blocks within his working and corporate life, Shin's drive and determination will continue to be an inspiration for young and upcoming entrepreneurs internationally.

COMPASS



BUSAN BECKONS

By Tony Thompson

'Train to Busan' was a box office success raking in almost US \$100 million and attracting a worldwide audience of 10 million. Based on a zombie apocalypse, the thriller took place on the KTX train from Seoul to Busan, South Korea. Busan instantly became famous as an international tourist destination.

Flying from KLIA 2 via AirAsia X Airbus 330-300 at 2am, the overnight six hours flight in the 'Quiet Zone' compartment, sleeping proved to be uneventful. Service by the famed Air Asia flight attendants in their figure-hugging stylish red uniforms hospitality was excellent though. By the time the flight reached Gimhae Airport, Busan, most of the passengers were 'zombies' due to the lack of sleep on the aircraft. However, the crisp cold December weather soon perked up our spirits considerably.

Busan, located on the Southeastern tip of the Korean peninsula offers many interesting sights, beaches and nature reserve. It is the busiest maritime port and the second biggest city in South Korea.

APEC Nurimaru

APEC House Nurimaru located at Dongbaekseom Island was the site of the APEC leaders' summit in 2005. APEC Nurimaru is a combination of the Korean word nuri(world) and maru(summit). This modernistic building

design is an interpretation of the 'jeonja,' a traditional Korean pavilion. At the entrance of the hallway is a huge four meter mother-of-pearl intricate lacquer work with 12 longevity symbols. There is a viewing platform with a lighthouse which captures a 360 degrees vantage point of Haeundae beach, Dalmaji Hill and the majestic Busan skyline. During cherry blossom season, the flowering blooms mesmerizes and blankets Dalmaji-gil Road on Dalmaji Hill.

The breathtaking view of the Busan skyline juxtaposing 'Gwangan bridge' and Marine City is awe-inspiring. Marine City houses a cluster of futuristic supertall skyscrapers: Haeundae Doosan We've the Zenith and I, Park Marina buildings akin to Dubai's Jumeirah district.

Cinema Street is a seafront walkway at Marine City. This 800 meters walkway is divided into three zones. Cinema Street's offers a glimpse of film-related sculptures, vintage images of Korean movie posters and 3D trick-eye images painted on the ground. The observation telescopes along the seawall offers spectacular vistas of 'Oryukdo' and the iconic 'Gwangan bridge'. At Santorini Square, Korean celebrities and filmmakers have left their handprints on the boardwalk copper plates.



Oryukdo Skywalk

The old regional name for the area of Oryukdo Skywalk was Seungdumal as the promontory resembles a horse saddle. This promontory demarcates the East Sea and the South Sea.Oryukdo Skywalk 15-meter glass-bridge is made out of 24 toughened plexi-glass. The term “Walking over the sky” amply describes the feeling as you take a quick tour on the skywalk. Tourists must put on mandatory shoe covers to prevent scratches. There is a limit of the number of visitors allowed on the skywalk to prevent overloading. This attraction however is free. Sunset views of the two islets are quite breathtaking, with the ocean providing a perfect backdrop for a photo op.Surrounding the skywalk is the Igidae coastal walk, a 4.5 kilometer meandering path around the promontory.

Gamcheong Culture Village

Gamcheong village is a collection of brightly colored homes by the steep hillside often equated with the ‘Machu Pichu of Busan’After the Korean War, it was a dilapidated slum neighborhood that housed many fleeing refugees. In 2009, the government spruced up and transformed the shanty town area into a creative community to jumpstart tourism activities. Artists were brought in to brighten up the village by adding vibrant murals to the walls and re-painting the houses in bright colors. The mishmash of homes instantly became a gem of a tourist attraction, with numerous Instagram-able photo opportunities. Travelers would need half a day to explore the labyrinth of tiny alleyways and myriad souvenir shops which dot this rustic village.As this is a residential area, visitors are requested to respect the home-owners privacy and to speak softly.Interestingly, it was here that I tried the pancake–Kimchijeon. The traditional kimchi pancake snack was quite deliciouscosting only USD\$1 from the numerous snacks and souvenir stalls which dot the routes.

It is the largest fresh seafood place in Busan. Seafood lovers will literally be spoiled for choice. The iconic dish here is live octopus (san-nakji)! I took the leap of faith and tried this raw and moving dish. It

was very chewy and the tentacles kept on attaching to my mouth and wriggling. It was a weird sensation but tasted surprisingly good with dipping sauce and sesame oil.

Jagalchi market consist of outdoor and indoor vendors. Outside the market is where they sell raw seafood. We toured around the outdoor market to see how the Korean ladies (ajummas) sold their daily catch. The restaurants are located on the first floor of the indoor market. Check out the best deals for a sumptuous seafood meal. On the 8th floor, the observation deckoffersmagnificent views of the tranquilharbor, flying seagulls and fishermen unloading their catch from the bountiful ocean. Do take a leisurely stroll on the boardwalk by the bay with the waft of gentle sea breeze as company.

BIFF Square

The Busanites' pride is reflected in many places around the city, such as Busan International Film Festival Square (BIFF Square) in Nampo-dong. Our bellies satiated, after a short walk from Jagalchi market, we reachedBIFF Square archway next to the imposing Lotteria- a Korean fast-food burger restaurant. We also saw a collection of hodge-podge stalls.

While the K-pop capital is in Seoul, Busan is known as Korea's movie capital.This ex-movie district was remade into an international cultural tourist hotspot: each district having each own ‘Star’ of ‘Festival’ Street. The square is famous for showcasing hand prints of Korean movies stars on the ground . The annual film festival has since shifted to Busan Cinema Center at Centum City.

There are also numerous mouth-watering street food and a variety of shopping zones surrounding this fun area. Gukje (international) market is arranged in zones, depending on what you wish to purchase. There are numerous open air street food to tempt the taste buds. Busan's most famous street food ‘Ssiat hotteok’ or pancake with brown sugar/ seed/nuts filling is a must try yummy sweet-treat. On the street level



of Nampo-gu, many international brands line this bustling shopping street.Do bring extra wads of Korean Won for an unlimited shopping spree and don't be afraid to bargain.

Gwangalli beach and Gwangang Bridge

The highlight of the evening was definitely Gwangalli beach, with is modernistic cafes and restaurants. The north end of the beach houses the premier Millak Raw Fish Town, a 10 story building with a fish market on the first floor and restaurants on the upper levels. Renowned for fresh sashimi,seafood restaurants are a dime a plenty in this hip and chic area where many expatriates reside, with numerous alleys dotted with cafes. Situated at a cove, this 1.4km beach is famous for its extensive, white powdery sands. In the evening, from the vantage point of the beach, the mesmerizing Gwangang Bridge is bathed in beautiful Lavender led-light. The special lighting changes colours in different seasons. This remarkable double-decker bridge spans all the way from Namcheon-dong to Centum City.

Haeundae Beach

Haeundae is famous for its 1.5km clean sandy beaches and its lively atmosphere. This affluent beach front community attracts hordes of visitors during summer. Not surprising, since the mega hit movie ‘Haeundae’ tsunami was shot on this beach.Accommodation was tasteful at the newly completed 4 star Lavi De Atlan Hotel, with rates about USD\$ 80 per night depending on the season.The tallest building here is the trio landmark buildings, Haeundae LCT The Sharp landmark tower at 101 stories flanked by 2-85 story residential towers, soaring above the beach skyline.

Whether you are having Korean BBQ; downing Casa beer orthe famous Soju; ensconced in a cozy Holly's café sipping artisanal coffee or partying, night time is the best time for a stroll at Gunam-ro Boulevard. With the multi-colored Christmas decorative lighting creating a festive mood, there is a plethora of

international dining options, flanking both sides of the Boulevard. Travelers would be spoiled for choice with the cornucopia of cuisines available for the discerning palettes. Festivals are held all year round on the beachfront. For an educational tour, a visit to Sea Life Busan Aquarium is recommended.

Fishcake (eomuk or odeng)stewed in a salty broth of ‘eomuk-guk,’ the broth which the fish cakes are cooked in is a specialty in this city.A quick bite at the famous 50 year old Gorease restaurant was delightful indeed.The Eomuk was daintily displayed on racks like pastries for customers to choose. Also on display was a plethora of ‘Gimbap’ or Korean seaweed rice rolls.

As the cost of labour is expensive in South Korea, with the minimum rate being USD\$7.50 per hour, diners are encouraged to use the numerous self-service ordering kiosks at the dining hall. Patronsare also expected to clean up their own tables after dining. Most self-service restaurants would have tray return cabinets for this purpose.

After fueling up with eomuk, the next stop was Haeundae Market or ‘Eel alley’ Rows of aquarium fresh seafood could be seen. For the uninitiated, butchers would skin the eel alive and the poor wriggling creatures could be seen writhing in agony,not a pretty sight to increase one's appetite. However, the comfort food here was ‘Dwaeji gukbap’ consisting of pork bone broth with miso, rice wine and sesame oil, served with rice and all-you-can-eat “banchan” side dishes. The aroma of grilled BBQ squid was quite noticeable as we strolled past the alley. Busan is such a captivating and vibrant city. A week was insufficient to capture all the wonderful tourist sites but as Arnold Schwarzenegger famously declared in The Terminator – “I will be back” – to this enchanting and charming maritime city.



“Sustainable hospitality has become an integral part of every hotelier’s operations. For a luxury resort like InterContinental Phuket Resort, our discerning guests expect transformative travel experiences that add meaning to their stay. By pioneering the use of wooden keycards in Phuket, we place a tangible reminder into the hands of our guests that environmental conservation is a daily commitment for everyone,” said Bjorn Courage, General Manager of InterContinental Phuket Resort.

“Our patented product uses North American Hardwood, which are among the most plentiful and well-managed natural resources in the world. Hardwood forests regenerate naturally and do not require planting. The preferred method of harvesting is single-tree selection. This provides a sustainable supply and protects the overall health of the forest including water quality, wildlife habitat and biodiversity. As a result, the volume of hardwood has more than doubled since 1950,” said Alex Chow, Director of Product Marketing for Livevision Security Technology Co. Limited.

InterContinental Phuket Resort is committed to significantly reduce its environmental footprint by phasing out plastic use in its daily operations. Guestroom amenities are packed in paper boxes, beverages are served without straws while biodegradable straws are available on request and drinking water are glass bottled within its resident water plant. A tribute to Phuket’s lush tropical landscape, coconut shells replace flower pots, which can be replanted after use. Recycled bottle caps and stainless steel candle holders are donated to the Vachira Phuket Hospital in aid of the Prosthesis Foundation.

InterContinental Phuket Resort has also set roots for an edible farm on hotel grounds. Growing herbs and vegetables commonly used in Thailand, the farm allows the supply of fresh, local ingredients to the resort’s dining outlets. In line with its philosophy, the ‘farm to table’ process aims to increase guest engagement, in hopes of developing a deeper appreciation for sustainable practices.

The resort has been designed to achieve the Leadership in Energy and Environmental Design (LEED) Gold certification, the highest certification of the globally recognised assessment system for building sustainability. From construction based on green-building principles to strictly controlled consumption of energy, carbon and water to waste management, the InterContinental Phuket Resort is planning to be LEED certified within the first year of its operation.

“BEACHSIDE HIDEAWAY
COCOONED BY THE JUNGLE
COVERED HILLS”.

LIVING LIFE LUXURIOUSLY & SUSTAINABLY

HOTELS ACROSS THE GLOBE ARE JOINING IN THE SUSTAINABLE LUXURY CAUSE – JUST LIKE INTERCONTINENTAL PHUKET RESORT.

Travelling to new destinations is one of the greatest pleasures of life – but it can also cause negative environmental impacts for the planet.

With the increase of global temperatures, melting ice caps, rising sea levels and extreme weather disasters happening across the world, environmental awareness levels are at an all-time high.

More and more travellers plan their itineraries to ensure they subscribe to eco-friendly journeys, starting from their selection of hotels – which in ideal situations should be eco-friendly hotels with third-party green certifications.

The United Nations’ declaration of 2017 as The Year of Sustainable Tourism for Development, speaks volumes of the travel industry becoming more conscious of global issues that affect the world’s population. Focusing on five key areas - sustainable economic growth, increased

employment and poverty reduction, resource efficiency, environmental protection and climate change, cultural values, diversity, and heritage as well as mutual understanding, peace and security, the benchmark has led to more hotels embracing the challenge of operating sustainably while focusing on providing customer services sustainably.

In Asia, The ASEAN Green Hotel Standard promotes sustainable tourism through the adoption of the environmentally-friendly and energy conservation compiling, adapting and creating the tools and training to engage in ASEAN Green Hotel practices. Ahead of the ASEAN pack, the Philippines and Thailand have been accelerated their green practices by the Gruppe Angepasste Technologie (GrAT), or Center for Appropriate Technology. The independent research association that has been the driving force in promoting carbon-neutral operations and sustainable tourism in the two countries

called Zero Carbon Resorts, a green tourism initiative that started in 2010.

Sooner or later, those who believe sustainability is unnecessary or expensive will surely jump on the better-for-the-world bandwagon because at the end of the day, the majority of people believe in practicing good habits to ensure the sustainability of the environment. A luxury product or service that embraces the qualities of sustainability while possessing elements of extravagance, creativity and quality will continue to garner fans and strengthen their own brand image in the eyes of its visitors and travelers across the globe.

In the Asian region, the newly opened InterContinental Phuket Resort breaks new ground by introducing the first wooden hotel keycards to Phuket as part of its expanding sustainable initiatives to reduce environmental impact on the island.



THE RISE OF

The Luxury Lifestyle

By Anu Venugopal

YOUNG AND
UPCOMING
PROFESSIONALS
ARE EMBRACING
THE THRILLING
CIGAR CULTURE.

IF COUNTRIES HAD HEARTS, THEN HABANOS (CIGARS) WOULD HAVE THE LARGEST PART OF CUBA'S CORAZÓN (HEART).

Renowned for producing the best rums and staging a powerful revolution, the Republic of Cuba is also celebrated for its production of world class cigars. Taking immense pride in the creation of finest cigars from start to finish, tobacco leaves are cultivated in 25 degree average temperatures amidst hot and dry seasons at farms across four different regions on the island – before going through the complex and lengthy process of aging, sorting, cigar rolling by hand, packaging, distribution and sale.

From Havana to Hanoi and countless cities in between, Cuban cigars have been recognized as numero uno when it comes to cigar producing countries such as Dominican Republic, Ecuador, Mexico and United States. Cuban's 100 percent organic and handmade cigars continue to be sought after by cigar fans the world over – including Malaysia.

"Cuban cigars were first brought in to Malaysia by distributors in 1994 through different methods and the market grew on its own. Over the years, Pacific Cigar Co Ltd (PCC), started dealing with them directly and began collaborating with local distributors. The industry evolved with time with more players and in 2006, PCC was established in Malaysia to oversee the market and to act as a liaison between distributors and head office in Hong Kong," said Serena Ong, PCC's country manager.

Founded by the late Sir David Tang in 1992, PCC is the exclusive distributor for Cuban cigars in Asia Pacific region with 65 retail shops all over the region. During that time, it wasn't common to find cigars in the region and he established the company with the idea of bringing in the goodness of Cuban cigars into Asia. The move also made it possible for smokers in the region to enjoy Cuban cigars and everything that comes along with it – the lifestyle, the alcohol and the parties.

"It is an interesting, lifestyle industry. Every year we have new cigar launch parties, cigar rolling competitions and other events. When there is new launch, there is always a party that includes cigar smoking, drinking and dancing



“IT IS AN INTERESTING,
LIFESTYLE INDUSTRY.
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CIGAR ROLLING
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THERE IS ALWAYS A
PARTY THAT INCLUDES
CIGAR SMOKING,
DRINKING AND
DANCING SALSA,”

salsa,” added Ong, who spends much of her time at La Casa del Habano, the company's flagship store since 2016.

Established by one of Malaysia's famous cigar aficionado, the Late Datuk Kadar Shah Sulaiman Ninam Shah in 1998, Kuala Lumpur's La Casa del Habano is a part of a network of retail cigar stores franchised by Habanos.s.a. Home to premium cigars and a class of hospitality, the cigar divan offers cigar connoisseurs a chance to purchase and indulge in smoking quality Cuban cigars, straight from the Habanas factory, which are at least three years old.

“Cigars are like babies. You have to nurture them, make sure they are kept in good conditions,” said Ong, which include storing them in a humidor, a humidity-controlled box used primarily for storing cigars.

Ong affirms that the common perception those who smoke cigars are 50 and over and more affluent is true, but not to disregard the rise of the younger generation especially in their 30's are professionals, middle-to higher management and business owners who are keen to explore the cigar smoking lifestyle. While traditionally known as a male-dominated hobby, more women are exploring the joys of smoking cigars particularly at events or on special occasions.

“Unlike smoking a cigarette, which is a stress buster, smoking a cigar is a mark of a celebration – whether it is anniversaries, birthdays, deal makers, graduation. One inhales when smoking the cigarette but when it comes to cigars, it is about taking a puff and relishing the flavor of tobacco,” revealed Ong. For Ong and millions of other cigar enthusiasts around the world, Cuban cigars are on top of the list when it comes to quality cigars.

“A novice cigar smoker would probably start with a non-Cuban cigar, which is not too strong and once they have upgraded themselves, would go on to try Cuban cigars – and never go back. Their USP lies in the flavour as Cuba has the best soil to plant tobacco. If you try a Cuban cigar and a non-Cuban cigar, you will see the flavours are different,” explained Ong.

Playing host to master rollers, cigar rolling competitions and cigar and alcohol pairing events, cigar lounges like La Casa and other independently owned businesses such as The Cabinet Bangsar, Havana Club, Concorde Hotel and Cigars Lounge, Publika have mushroomed along with others across the city, the latest Cohiba Atmosphere opening in October.



“CIGARS ARE LIKE BABIES. YOU HAVE TO NURTURE THEM, MAKE SURE THEY ARE KEPT IN GOOD CONDITIONS,”

One such event that the writer had the chance to experience was the Live Demo of Cigar Roller at Havana Club, Eastin Hotel, held one early evening in October. The club played host to Dariel Fournier Hernandez, a Master Roller at Partagas Cigar Factory with 13 years experience.

“It takes a lot of skill for the master roller to roll a cigar. For a cigar roller to travel overseas, he has to be a Level 9 and it is not easy to get a master roller to do live demonstrations. PCC brings in the tobacco leaves and he brings his tools, looks at the leaves, sort them out and performs according to schedule. We try to get one roller per year. A Cuban can only be out of their country for 90 days a year and he travels around Asia within that time,” added Ong.

At the event, Hernandez demonstrated how a Cuban cigar is rolled from start to finish much to the delight of Cuban cigar fans. Guests also had the chance to drink three types of Japanese whiskey, while smoking cigars. The live demo event provided attendees a chance to appreciate and understand the finer details of a cigar, while experiencing the pleasures of pairing whiskey and cigar, over interesting conversations and casual networking with fellow cigar lovers.

Cigars are known to be expensive and in Malaysia, the tobacco import tax at 35 percent adds on to the retail prices. Depending on brand of choice, the price range of a cigar is from RM40 to RM5000 at La Casa Del Habano., well-known cigar lounge in Kuala Lumpur. However, the prices do not deter die-hard, well-heeled cigar fans, many of whom believe that cigars as an investment, as the price of cigar appreciates with time.

Limited editions like the Cohiba Majestuosos 1966 was designed especially by Habanos, S.A. to mark the 50th anniversary of the brand, established in 1966. Presented in an exclusive humidor with a unique design, the special edition costs RM118, 000 and will continue to appreciate in value in the future.



The company also created their own SIGLO Accessories including lighters, humidors, cigar cases, and ashtrays using brighter colours and designs, ideal for younger cigar aficionados.

“It is a luxury lifestyle, but cigar connoisseurs understand and appreciate the finer qualities of a good cigar and smoking a cigar is a passion that needs time and atmosphere to be appreciated fully,” said Sales and Operating Manager La Casa Del Habano and Master Trainer Azliza Razali.

Trying her first non-Cuban cigar in 2001, Azliza went on to try her first Cuban cigar two years later. Now a big fan of Cuban cigars, she was chosen by Gonzalo Alvarez Elola, PCC's Area Director for South East Asia for her passion in the cigar industry to participate in the Habanos Academy Master Trainer Course by Habanos S.A in Cuba.

A certified Habanos Master Trainer since November 2017, the two week training period saw her gaining in depth knowledge on the different process of cigar production. Today she trains PCC's export clients in Malaysia and Indonesia on correct practices to practice at their retail shops, cigar divans and lounges.

“One of the issues we face is that because the prices of Cuban cigars are more expensive than those made in other countries, there are many fake Cuban cigars in the Asian market. This proves to be difficult for novice smokers who can't differentiate between authentic and counterfeit Cuban cigars,” revealed Azliza, who stressed the importance of consumers to purchase Cuban cigars at official and recognized cigar shops.

The other issue that remains pertinent in the cigar industry is the anti-smoking law. In Malaysia, there is some concern, as the current anti-smoking law makes it more difficult for people to smoke. However, the regulation has resulted in more cigar lounges opening up.

“In the past one year, five cigar lounges opened up and we are expecting more. There are 13-15 cigar lounges at the moment in Kuala Lumpur, and more coming up in the suburbs like Shah Alam, Klang and Kota Damansara. There are also more people wanting to open cigar lounges in other states,” said Ong.

While describing the current cigar scene in Malaysia, Cambodia, Vietnam and Indonesia as “happening”, Ong believes that there will be an increase of cigar smokers, starting with those in their 20's and 30's.

“If the law becomes stricter with penalties, it will be harder for people to smoke, but they will find places to go. As long as cigar lounges, bars and karaoke continue to open, there will be cigar smokers,” added Ong.

FILM REVIEWS

BY: SHAHRIL HASSAN



4-5 An Oscar Worthy/Satisfying movie 3-4 An excellent/good movie 2 Don't have to watch at the cinema Below 1 - Avoid the movie

BAD BOYS FOR LIFE

3.0



OVERALL SCORE



Language: English
Genre: Action, Comedy
Cast: Will Smith, Martin Lawrence, Venessa Hudgens

Synopsis: The wife and son of a Mexican drug lord embark on a quest to kill all those involved in his trial and imprisonment –and this includes Miami Detective Mike Lowrey. When he gets

wounded, he teams up with his partner Marcus Burnett and special tactical squad AMMO to bring the mother-son duo to justice. This poses to be difficult for the old-school, wisecracking cops, who must learn to cooperate with their new elite counterparts to ensure they take down the cartel that threatens their lives. The film may have predictable plots but there is still plenty to enjoy for die-hard fans.

HARLEY QUINN: BIRDS OF PREY

3.0



OVERALL SCORE



Language: English
Genre: Crime/Action
Cast: Margot Robbie, Rosie Perez, Mary Elizabeth Winstead, Ewan McGregor

Synopsis: After her explosive break up with Joker puts her in jeopardy, Harley Quinn is unprotected and on the run, facing the wrath of narcissistic crime boss

Black Mask, Victor Zsasz and other thugs in Gotham city. Things change when she finds unexpected allies with three deadly women -- Huntress, Black Canary and Renee Montoya. A must-watch for DC Comic fans and Harley Quinn, the film has an appealing script, good performances from the cast and fun action sequences.

THE GARDEN OF EVENING MISTS

4.0



OVERALL SCORE



Language: English
Genre: Romance, Historical Drama
Cast: Angelica Lee, Sylvia Chang, Hiroshi Abe, David Oakes, Julian Sands, John Hannah, Serene Lim, Tan Kheng Hua.

Synopsis: Based on a novel by Malaysian Tan Twa Eng, published in 2012, the film is set in the 1940's and 1950's Malaysia, when the country under the rule of the British. The film depicts the

life of a woman, Yun Ling who survives the traumatic Japanese war camp. She intends to build a garden for her sister who died and travels to Cameron Highland, where she becomes a student to the mysterious Japanese gardener, as their forbidden love blossoms. The film captures the intensity of war-torn Malaya wonderfully through its characters and gives an insight to life during the British Malaya days.

LITTLE WOMEN

4.0



OVERALL SCORE



Language: English
Genre: Drama, Romance
Cast: Saoirse Ronan, Emma Watson, Florence Pugh, Eliza Scanlen

Synopsis: The film depicts the March sisters. In 1868, Jo is a teacher in New York City. She goes to an editor, Mr. Dashwood, and gets a story published subject

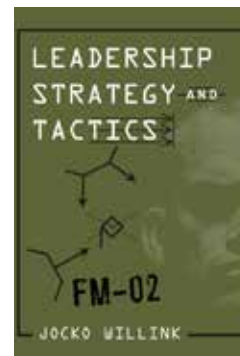
to considerable editing, although she doesn't want her name on it. Her sister Amy, in Paris with their Aunt March, sees childhood friend Laurie and invites him to a party. Warm and, cosy the film is a good adaptation of the well-known tale of the four sisters.



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LEADERSHIP STRATEGY AND TACTICS: FIELD MANUAL

By Jocko Willink

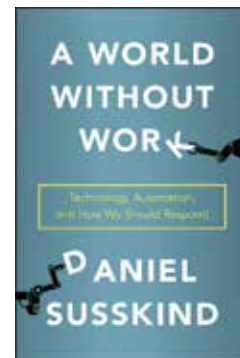


A practical guide for those looking to expand their leadership skills and excel at it, Willink shares strategies and tactics and reveals how leadership is often misunderstood and has the ability to baffle and aggravate even the most committed practitioners. The fact remains - leaders from all levels are often forced to use elements of theory and guesswork to make decisions when leading their staff.

When it comes to business and life, Willink divulges the leadership strategies and tactics that have tried, tested and proven in the two respective arenas. He delivers a powerful and pragmatic leadership methodology that teaches how to lead any team in any situation to victory.

WORLD WITHOUT WORK: TECHNOLOGY, AUTOMATION AND HOW WE SHOULD RESPOND

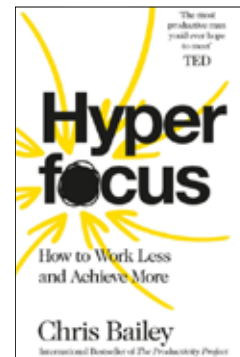
By Daniel Susskind



Every day new technologies are discovered and this has triggered panic that workers are easily replaced by machines. Thanks to the advances in artificial intelligence, all kinds of jobs are becoming increasingly at risk. The question is - how can we all thrive in a world with less work? Susskind's book is a reminder for readers that technological progress could bring about exceptional prosperity, solving one of mankind's oldest problems: making sure that everyone has enough to live on. A visionary, practical and ultimately hopeful book, Susskind's thought-provoking book reveals the future of work in the age of artificial intelligence.

HYPERFOCUS: HOW TO WORK LESS TO ACHIEVE MORE

by Chris Bailey



We all want to work less but achieve more. In Hyperfocus, Bailey provides readers with a practical guide to managing one's attention, the number one resource available - to become more creative, get things done, and live a more meaningful life. Hyperfocus has nuggets of masterpieces including lessons on how working fewer hours can increase our productivity, how it is possible to get more done by making our work harder not easier and how we do our best creative work when we are the most tired. Going beyond hacks and tactics, Hyperfocus has strategies in place and inspire you to do your most important work.



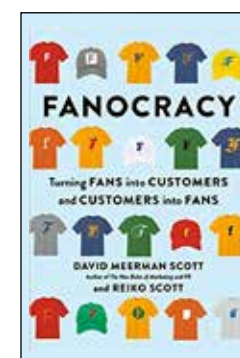
THE SUSTAINABLE(ISH) LIVING GUIDE: EVERYTHING YOU NEED TO KNOW TO MAKE SMALL CHANGES THAT MAKE A BIG DIFFERENCE

By: Jen Gale

Being sustainable is on most people's mind these days - or if not, it certainly should be. Living life in today's modern setting can take up a lot of time and often, the thought of coming up with one's own ideas of living sustainably can become overwhelming, despite good intentions. In this guide, Gale provides easy, do-able, down to earth ideas and suggestions for everyone to help save the planet. Encompassing various aspects of life - from the things we purchase, the food we eat, how we travel, work and even celebrate. The book gives a wide variety of practical, down to earth ideas for readers to easily add into daily life.

FANOCRACY: TURNING FANS INTO CUSTOMERS AND CUSTOMERS INTO FANS

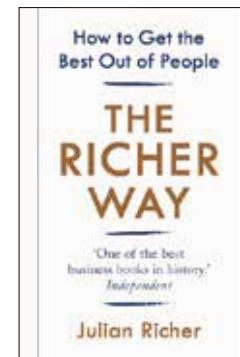
By Reiko Scott, Foreword by Tony Meerman Robbins



Leading business growth strategist David Meerman Scott and fandom expert Reiko Scott explore the neuroscience of fandom and interview young entrepreneurs, veteran business owners, startup founders, nonprofit organizations, big and small companies to identify which practices distinguish organizations that flourish from those that are sluggish. The question that Fanocracy brings to light - How are some brands able to attract word-of-mouth buzz and deep-rooted devotion for everyday products like car insurance, B2B software and even underwear. These brands personify the most powerful marketing force in the world: die-hard fans. Using unique examples, the book reveals how to get customers to love a product and to exercise their buying power.

THE RICHER WAY: HOW TO GET THE BEST OUT OF PEOPLE

By Julian Richer



Julian Richer is an English retail entrepreneur who established UK's largest hi-fi retailer Richer Sounds in 1978 at the age of nineteen. Filled with nuggets of information, the book provides insights on how to motivate employees and measure their progress, how to balance company discipline with individual autonomy. He also explores what 'customer service' should really involve. Most interestingly, he provides a guide to opening a friendly and flexible culture that will not only attract the best people but also offer the greatest chance of business success. With straightforward, common-sense advice, The Richer Way is an essential read for all business owners and managers of all business types and sizes.

What's HAPPENING



Social Media Marketing World 1-3 March, 2020 San Diego, California, US

Social Media Marketing World brings together the top experts from platforms that you're trying to master. The lineup for 2020 includes speakers from Facebook, Youtube, Instagram, LinkedIn, and a number of well-known social gurus. Virtual tickets available!



eTail Asia 2020 Equarius Hotel, Resorts World Sentosa 3-6 March 2020

Featuring over 100 speakers from different industries spanning from Retail, Fashion & Beauty, Marketplaces, Food & Beverage and Consumer Goods, the Summit offers an immersive experience through curated learning, exhibition, and interactive formats.



Asia GT Festival 13-15 March 2020 Sepang International Circuit

The Asia GT Festival is an all-inclusive Automotive and Motorsports platform company, focused on the development of automotive lifestyle and branding. With current partners, China GT, Malaysia Speed Festival, MotoNation and Celebrity Bazaar, the Asia GT Festival provides customized marketing solutions for those within the automotive, lifestyle and consumer industries.



Digital Marketing Trends of 2020 18 March 2020 General Assembly, Singapore

Let experts help you cut through the noise in order to spot the impactful new strategies. Join a panel of Digital Marketers who will help cut through noise in order to spot the impactful new strategies, predict trends and give insight into what they believe will be the most important digital marketing strategies or tactics to plan for in 2020.



Borneo Music Festival Live 2020 10 & 11 April 2020 Sarawak Cultural Village, Kuching

The inaugural Borneo Music Festival Live 2020 will showcase artistes like Alan Walker from the UK, DJ Soda from South Korea and DJ Alexis Grace from Malaysia. The first of its kind illuminating musical experience in Sarawak will also feature the state's own At Adau, Tuku Kamek, DJ Chaca Feroza, DJ Myvax and DJ Ice-cream.



International Conference on Luxury and Fashion Brand Management 26-27 March Sydney, Australia

ICLFBM 2020 aims to bring together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results on all aspects of Luxury and Fashion Brand Management. It also provides a platform for researchers, practitioners and educators to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered and solutions adopted in the fields of Luxury and Fashion Brand Management



9th International Conference on Language, Medias and Culture 24-26 April 2020 Nishinippon Institute of Technology, Fukuoka, Japan

ICLMC 2020 aims to bring together researchers, scientists, engineers, and scholar students to exchange and share their experiences, new ideas, and research results about all aspects of Language, Medias and Culture, and discuss the practical challenges encountered and the solutions adopted.



CMO Innovation Summit 2020 30 April 2020 Kuala Lumpur

In today's scenario, interconnected shifts in the technological landscape and the consumer behaviour are changing CMO's work environment with added pressure on driving enterprises transformation, ensuring data security and implementing cost-efficient technological innovation. The summit will evolve over 150 CMOs, CEOs, CIOs, VP's, Head and Directors of Marketing, Experience, Brand Digital, Innovation and Analytics.

BRAND THOUGHTS & TIPS

“DESIGN IS THE SILENT AMBASSADOR OF YOUR BRAND.”
Paul Rand

“YOU TOO ARE A BRAND. WHETHER YOU KNOW IT OR NOT.WHETHER YOU LIKE IT OR NOT. “
Marc Ecko

“THE REAL VOYAGE OF DISCOVERY CONSISTS NOT IN SEEKING NEW LANDSCAPES, BUT IN HAVING NEW EYES.”
Marcel Proust

“THE SUCCESSFUL WARRIOR IS THE AVERAGE MAN, WITH LASER-LIKE FOCUS.”
Bruce Lee

“IT IS NOT THE STRONGEST OF THE SPECIES THAT SURVIVE, NOR THE MOST INTELLIGENT, BUT THE ONE MOST RESPONSIVE TO CHANGE.”
Charles Darwin

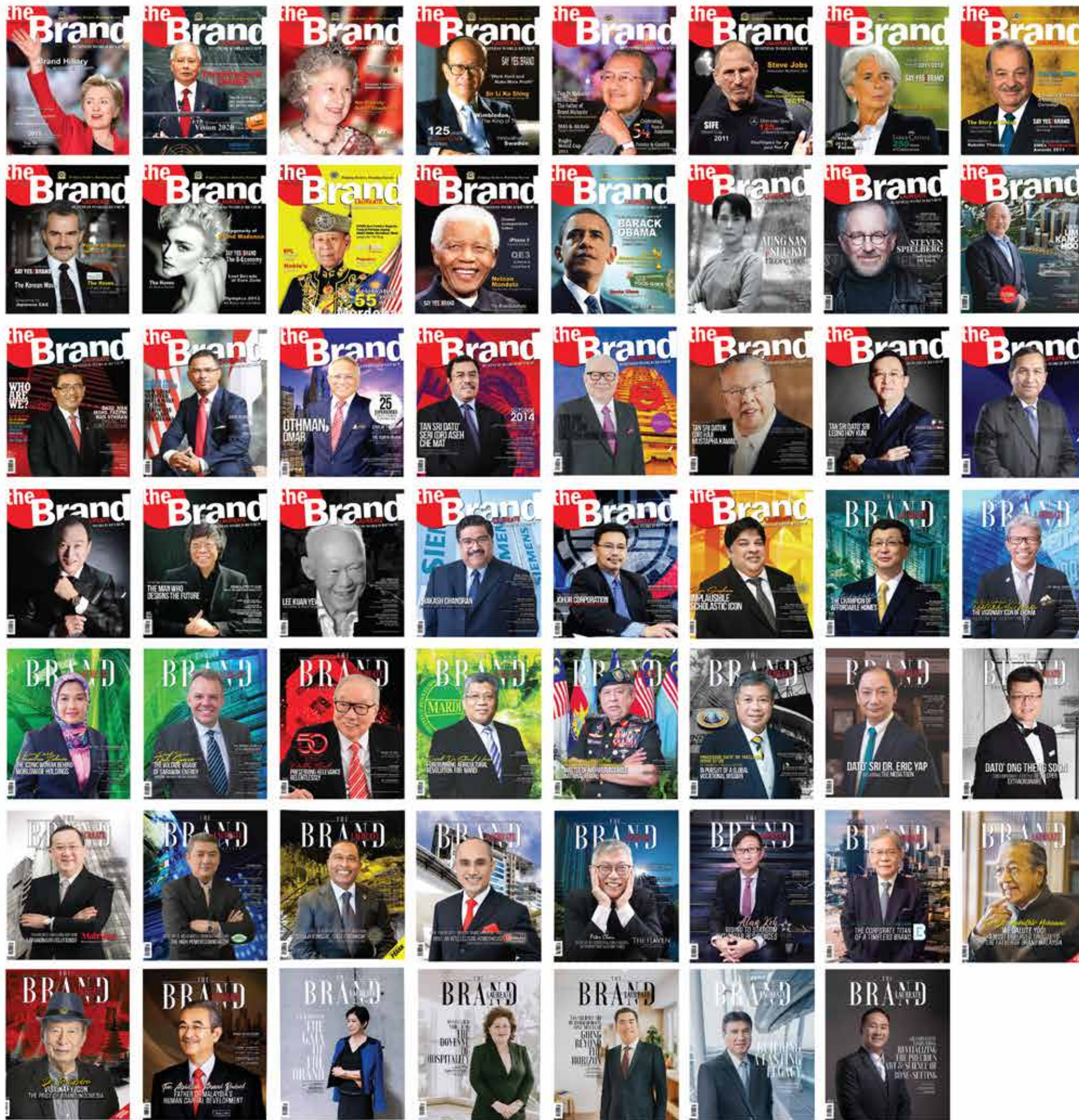
“THE WAY TO GET STARTED IS TO QUIT TALKING AND BEGIN DOING.”
Walt Disney

“DON'T WORRY ABOUT FAILURE; YOU ONLY HAVE TO BE RIGHT ONCE.”
Drew Houston

“SOMEONE IS SITTING IN THE SHADE TODAY BECAUSE SOMEONE PLANTED A TREE A LONG TIME AGO.”
Warren Buffett

“IF YOUR ACTIONS INSPIRE OTHERS TO DREAM MORE, LEARN MORE, DO MORE, AND BECOME MORE, YOU ARE A LEADER.”
John Quincy Adams

“SUCCESS DOES NOT CONSIST IN NEVER MAKING MISTAKES BUT IN NEVER MAKING THE SAME ONE A SECOND TIME.”
George Bernard Shaw



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Prof Dr Chin Sze Piau
Consultant Physician
& Cardiologist



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Aesthetic Medical
Practitioner

Dr Elaine Ching
Aesthetic Medical
Practitioner

Dr Jinly Wong
Aesthetic Medical
Practitioner

Dr Hannah Goh
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Dr Dadesh Daneshwar
Consultant Urologist



Dato' Dr Mohd
Noor Awang
Consultant Oral &
Maxillofacial Surgeon
& Implantologist

Dr Ryan Rajinderpal
Singh
Consultant
Orthodontist

Dr Chanelle Lee
General & Aesthetic
Dental Associate



Dr Tan Wee Kee
Consultant in
Orthodontics & Oral
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Beverly Wilshire Clinic
Beverly Wilshire Dental Clinic

Beverly Wilshire Academy & Research Centre
Beverly Bangsar Clinic
Natasha @ Beverly Bangsar

OUR FACILITIES



NOTABLE AWARDS



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