



Founded in 2005, the Asia Pacific Brands Foundation (APBF) is a nonprofit organization dedicated to developing brands in a myriad of business backdrops. Led by its Patron, H.E. Tun Dr. Mahathir Mohamad, Malaysia's fourth Prime Minister, together with a Board of Governors who are experienced captains of industries and established brand icons.

The power of branding is a visual, auditory and sensory experience which is undoubtedly vital to the success of brands. Brands are catalysts that transcend achieving objectives, making profits or establishing one's status so that it appeals to consumers. In reality, consumers' buying preferences are determined by the way brands attract and engage them.

It is crucial that organizations realize the significance of brands and branding. Likewise, consumers must also be educated and informed concerning the qualities of good brands and best-branding practices. This is where the APBF steps in to develop the 'art of branding'.

With aspirations to encourage the awareness of branding in Malaysia and across the world, the APBF takes an active role in identifying and nurturing outstanding Malaysian brands on an international platform. The Foundation continuously champions its mission to educate and communicate the 'value of branding' - with the concept that brand culture, combined with good practices, will give Malaysia the edge, even against the world's most advanced nations.

Starting off on a modest note with publication of branding articles in print media, the APBF has gradually evolved into an association which organizes branding seminars and forums to discuss the latest issues and developments in branding. The commitment of the organization in encouraging the performance of businesses through branding has seen the launch of the Tun Dr. Mahathir - The BrandLaureate Lecture Series, with the aim of furthering the objectives of the APBF.

After its establishment, the APBF has embarked upon a number of initiatives through The BrandLaureate to support its brand mission. Among the significant events initiated include The BrandLaureate Awards, first in 2006; for Multinationals (MNCs), Public Listed Companies (PLCs), Trans-National Corporations (TNCs), Government Linked Corporations (GLCs) and Large Corporations (LCs). With the success of the awards, the APBF then launched The BrandLaureate - SMEs Chapter Awards (now renamed SMEs BestBrands Awards) to honour the Small and Medium Enterprises (SMEs).

A visionary organization, the APBF aims to continue to take branding into a new dimension via its heartfelt commitment and undying passion.















Chew Bee Peng



















Tan Sri Dato' Sri Kama Piah bin Che Dr. Teh Hong Piow

Tan Sri Leong Hoy Kum

Professor Emeritus Tan Sri Dato' Seri Tan Sri Dato' Sri Paduka Dr. M. Mahadevan

Tan Sri Datuk Seri Tony Fernandes,OBE







Rear Admiral Tan Sri Dato' Seri YBhg Tan Sri Datuk Tan Sri Datuk Tan Sri Dato' Seri Darshan Singh Gill (Dr.) Haji Mustapha Dr. Augustine









Puan Sri Datin Seri Dato' Anne Eu Dato' Jimmy Choo, Dr. Susan S.C. Cheah OBE

















# TAKE OWNERSHIP OF YOUR BRAND... FOR YOUR BRAND SUSTAINABILITY AND CONTINUITY

This year's Award Theme is Take Ownership of Your Brand for Your Brand Sustainability and Continuity. The importance of taking ownership of one's brand is of paramount importance and as the thought leader and advocate of brands and branding, I cannot but reinforce this message to all of you.

Brands are keydrivers of growth and every successful business is driven by its brands. Taking ownership of one's brand shows your leadership and commitment to the brand and the business. To build sustainable brands, you must have the leadership and commitment, for successful brands were not built overnight. It went through many hours, days and years of tough times and hardship to arrive at where they are now. With each difficult phase, these brands built on theirperseverance, ingenuity, innovation and competitive spirit which add to the core and foundation of their sustainability and continuity.

When you take ownership of your brand, the brand becomes more than a brand. You become a brand yourself. You become accountable and responsible to one another. You become greater for each other and these two entities ultimately become one formidable super-force that is unstoppable as it reaches the pinnacle of success.

SMEs must take ownership of your brand, for that is the only way to go if you want to be successful and sustainable. Cast away the "small" mindset and mentality and take charge of your brand instead of relying on others. Develop your own "apps" or strategies that will facilitate your brand journey to leadership position. Every brand needs its own "apps" that will allow it to showcase its \*USP and \*VAP to meet its brand vision.

The visual of this brochure exemplifies what is said. The lines leading to the peak of mountains are the initiatives and strategies that you develop to bring your brand to the peak and be the brand leader. And once you are on top of the peak, you have greater brand visibility, stronger brand positioning, greater strength and wider reach over your competitors. Most important of all, you have greater influence on consumers and the industry as you are the No.1 and everyone respect and looks up to the leader.

SMEs, you will be able to overcome hurdles and become brand leaders in your respective industries. Be inspired by the story of David and Goliath, how small sized David could overcome giant Goliath and brought him down with his own ingenuity and strategy. How did David beat Goliath? Deep within David was the spirit of ownership in taking on this monumental task and because David took ownership, he thought of ways and means to bring Goliath down.

SMEs, like David, you have the acumen, entrepreneurial spirit, skills, intelligence and leadership to go forth and overcome hurdles and challenges. Stay focus to your brand vision and steer the brand to the peak. Take Ownership of Your Brand for Sustainability and Continuity.

# THE TROPH

Every brand wants to be successful but success can only come about if you take OWNERSHIP of your brand. To think that your brand will develop by itself once you have done the basic groundwork is wishful thinking. Your brand must be built and capitalised on to maximize its potential and this requires you, as the brand owner or brand custodian to take OWNERSHIP and DRIVE the brand to fulfill its vision.

Hence, the trophy for The BrandLaureate SMEs BestBrands Awards 2016 reflects the theme, **Take Ownership of Your Brand for Your Brand Sustainability and Continuity**. This specially crafted 24K trophy shows the journey of the brand's growth and development, from the beginning where it has to rise from the broad base, which is heavily competitive to reach the pinnacle of success, where the brand is now the market leader, filled with dynamism and distinction.

The body of the trophy which is faceted with strong lines depicts the competitive and tough environment the brand has undergone to reach success. Each line tells the story of the brand's ingenuity in outwitting the competition and overcoming the difficult times. In overcoming each challenge, the brand's foundation gets stronger, contributing to its sustainability and continuity.

All these lines move upwards to the palm of the hand where the fingers then gripped the globe. The globe signifies the brand's reach in penetrating the world market and that the world is the brand's oyster too. The gripped fingers indicate that you as the brand custodian has taken OWNERSHIP of the brand and DRIVEN it to success.

In today's competitive business landscape, it is of paramount importance that you take OWNERSHIP of your brand and have a firm GRIP on it too. Only you can determine your brand success and only you can prevent it from falling down the abyss.

The emblem of The BrandLaureate SMEs BestBrands Awards which is engraved in the middle of the trophy provides the brand with the platform to position and grow further. A SME BrandLaureate is the best in its respective industry as it has strong brand attributes of quality, innovation, integrity and trust. Being a SME BrandLaureate opens new opportunities and market reach as consumers only want to be associated with the best and winners of

The BrandLaureate SMEs BestBrands Awards are the BEST!

# **"YOU MUST HAVE** A GRIP ON YOUR BRAND AND YOUR BRAND MUST HAVE A HOLD ON YOU TO TAKE BRAND OWNERSHIP"

...DR.KKJOHAN

## The following are time ingrained principles of **OWNERSHIP**

### ORIGINAL

Be the ORIGINAL brand in the field



There is only ONE Brand - Your Brand

### WONDERFUL

Every encounter with your Brand is WONDERFUL



WINNER Be the WINNING BRAND

Your brand must look NEW, Irrespective of age and years



The best time to do your branding is NOW

### **EMISSARY**

You are your brand EMISSARY



EQUIP

Your Brand must be EQUIPPED with the best vision, mission and technology

### RELEVANT

Your Brand must stay RELEVANT to ever changing season and time



ROBUST

Your Brand must be ROBUST, alive and vibrant

Your Brand must be SHAPED with vision, values and principles



STEWARD

Be your Brand STEWARD & CHAMPION IT

### HEIRLOOM

Your brand is a HEIRLOOM and Is precious



#### HEAD

Be the HEAD of the pack

### INGENUITY

Have the spirit of INGENUITY in your BRAND to outwit others



### INITIATIVE

In the realms of ceaseless branding, INITIATIVE is key to its success.

## **PERCEPTION**

**Build the right PERCEPTION** foryour Brand



### PERSISTENCE

Great Brands have the culture of PERSISTENCE.

Taking OWNERSHIP of your brand will ensure that your Brand has all of the above qualities and attributes. Brand with great mission to create brand success! Remember, your Brand is the Gem of your business.

### N DR. MAHATHIR MOHAMMAD

PATRON OF THE ASIA PACIFIC BRANDS FOUNDATION

Over the years, the quality of SMEs that have for one other. And together, they become Awards has been inspiringly incremental. is all-inclusive. This elite recognition has functioned as both an attraction to success as well as a As the very molecules of the nation's catabult to even greater latitudes.

reliability as a brand causes the people to open their hearts and welcome it with open arms into their homes and into their lives. This, for all intents and purposes, is the beginning of ownership of the brand, from a consumer's personalized. from a consumer's perspective.

Your Brand for Your Brand Sustainability with your brand and the way it relates with becomes more than a just a brand. The of the Earth. owner and the brand become responsible

been chosen for The BrandLaureate SMEs connected to the motherland in a way that

economy, and leading SMEs, I urge you to capitalize on this existing synergy that SMEs are drivers of the people's economy.

The people relate to them very well, because these business entities are of this existing synergy that you have with you brand to drive the industries that you are in forward. Strive for that moment in time when the people the people and answer to their call. SMEs - consumers and patrons alike - make cater to their needs, through the services your brand their own. At that juncture, the rendered or goods supplied. There comes completeness of the Theme comes into a time in the course of action when the effect because it is the final stage in the needs of the people are met, and met with entire process of brand ownership. This fierce consistency; a point when the SME's should be the ultimate goal of any SME.

I implore you to keep up the good work This year's Theme, Take Ownership of and continue to build your relationship and Continuity, strikes me deeply. When everyone else. And do not just stop there one takes ownership of one's brand, it but take it beyond our borders to the ends

CHAIRMAN OF THE ASIA PACIFIC BRANDS FOUNDATION

celebration. Thanksgiving by way of - it is a wonder! recognition. Thanksgiving by way of of savouring the moment.

reminder to oneself of the many blessings your brand will live on. that life has to offer. It is a day of reflection, and if I may say, an occasion to be thankful As I come to a close, I would like to state

of them. The moment we take ownership brand that is appreciated will thrive.

To all the winners of The BrandLaureate of our brands, in essence, we 'breathe life' SMEs Award this year - well done! This, into them. It is the brand's birth - or rebirth first and foremost, is an occassion of - in short, a new birthday! And the birth thanksgiving. Thanksgiving by way of and life of a brand is an extraordinary thing

giving honour. And thanksgiving by way Still it is no wonder why exemplary brands such as yourselves have gathered here in style on this exquisite night. This award, in I, for one, truly appreciate the wonder of life;
I am inspired by it. There is an unfathomable beauty in the boundless notion of existence which ascenes over the most well thought which escapes even the most well thought out of words. Each new day is a gift and that is why it is aptly called 'the present'. In the same stride, each birthday is an annual to nurture it and own it in all its fullness,

that the importance of taking ownership of our brands cannot be undermined. This In the spirit of being appreciative, I cannot help but look at the life we give our brands any differently when we bring them into a new level of existence by taking ownership for our brands. And like a human person, a

YBHG. TAN SRI RAINER ALTHOFF

#### PRESIDENT OF THE BRANDLAUREATE

Take Ownership of Your Brand for Your Brand integral part of your thoughts; and ultimately, Sustainability and Continuity. I know this is manifests its goodness through your actions.

Tap your shoulder and say bravo to yourself. I implore you to savour this Award and told, this is not as easy as it sounds because simply cannot imagine being without. the socioeconomic climate is constantly day and age.

change. One such thing is the benefit of with the brand also start to do the same, but brand ownership. Come what may, taking eventually this sense of brand ownership ownership of your brand can only do good for your brand. Therefore I am thrilled to see how brand in a manner that they will be proud to brands to new spheres of greatness. When another, as a service user or product owner. you personalize your brand, it becomes an

something that every one of you has done in one way or another; otherwise it will surely geared towards the betterment of your brand not be possible for you to be here, amongst champion brands, for this momentous your brand; and vice versa, your brand will celebration tonight. For this, you have my launch you to new heights in the arenas closer to home as well as abroad.

Getting here has certainly not been an easy bring to mind that first time you ever took ride. Regard this night not as the end, but as a time of new beginnings. Let this fabulous Award renew the notion of ownership for your brand so it will attain sustainability and only counted amongst the SME brands that have enriched this blessed and only counted amongst the SME and enjoy continuity; in short, survive the changing times and go on to become a timeless brand and national legacy. Truth be lives of the people – in short, a brand people

changing, as is the nature of business in this Always remember that the act of taking ownership of your brand is somewhat 'contagious'. In time, you will find that not Having said this, some things will never only will the staff and everyone affiliated the internalization of branding has lifted your be associated with your brand in one way or

DI AUREATE

awardees this year brings zest to my if not better, for the generations to come. very spirit! I am overjoyed and overcome by pride. And as a proud Malaysian, the As Malaysia continues its ambitious programs and services to the public.

remain relatable to everyday folk in a way brighter Malaysia.

that gives this country its characteristics
that make it feel more like home. I simply You are a BrandLaureate because, truth

Just looking at the array of our SME the days ahead along a similar trajectory,

impact that your brands, both homegrown journey towards becoming an advanced and localized, have generated, is to me nation by 2020, astride the recentlyin line with the government's adoption of launched five-year strategic development the Blue Ocean Strategy in its strategic plan of the Eleventh Malaysia Plan, via planning and operations to deliver high- tools and frameworks to formulate highimpact, low-cost, and rapidly executed impact, low-cost national strategies that are able to be rapidly executed, I have faith that forward-looking and pacesetting Undoubtedly SMEs are the lifeline of any nation because as active components in trade and industry they are able to bridge

SMEs like you will be at the right forefront, paving the way for the desired change to take place, and continuing to transform the that gap between home industries and country and move it forward - in essence, top-of-the-line megabrands, as well as functioning as the building blocks to a

cannot imagine looking back at life today without being grateful to the services and products provided and supplied by SMEs over the years that have, in one way or another, enriched our existence, making this nation uniquely Malaysian. And you, the SMEs of today, will continue to shape better.



# THE BRANDLAUREATE SMES MAN OF THE YEAR AWARD



## YBHG DATO' CHEVY BEH





Growing up in Ipoh, Dato' Chevy Beh left home to pursue his studies at the University of Virginia, earning a double major in Econ<mark>omics and East Asjan S</mark>tudies. He then went on to study at Harvard University.

investment firms in the United States.

Give or take two years later, he returned to Malaysia, ioining his family business, BP Healthcare Group – one of the top healthcare players in Malaysia.

years he expanded the company's customer base to more than two million individuals, increased the staff members from 400 to more than 1300 and expanded the group's business units - medical centre, diagnostics, dental, for healthcare. laboratory, food/environmental testing, eye clinics and hearing - from 101 to over 180.

Dato' Beh was instrumental in helping the company garner awards in the healthcare industry. Among the most significant achievement was when BP Clinical Lab was awarded ICI accreditation - creating history as the first healthcare organization in Asia to achieve the Programme.

Young, ambitious and raring to go, Dato' Chevy Beh made a bold move when he guit his job and launched his new start-up, BookDoc – a mobile-based platform that connects patients and healthcare professionals.

BookDoc is one of the most recognized start-ups in The bright young man embarked upon the early part Asia, thanks to the media attention and investment of his career as an Investment Banker at prestigious support it has gathered. The app has found tremendous success - with over a hundred thousand subscribers not to mention fostering partnerships with over 10,000 healthcare partners both locally and abroad.

Through the app, Dato' Beh aims to reduce noncommunicable diseases, encourage people to seek early Dato' Beh became the Managing Director and within five diagnosis and adopt healthier lifestyles while helping hospitals optimize their resources.

His ultimate goal is for BookDoc to be the go-to platform

#### Giving New Meaning to the Horse of Health

Disciplined, determined and passionate about his venture, Dato' Beh is a leader worth looking up to. His business prowess and sense of entrepreneurship has seen him receive numerous awards - both in business and entrepreneurship in nature.

accreditation under the category of Clinical Laboratory Among the prominent recognitions include top nominee for the Ernst & Young's Entrepreneur of the Year for two

consecutive years in 2013 and 2014. He was awarded The Most Promising Entrepreneurship Award at the 2012 Asia Pacific Entrepreneurship Awards (APEA) and was invited to be one of the participants at the panel discussion of the Forbes Healthcare Summit hosted by Forbes Media's Chairman and Editor-in-Chief. Steve Forbes, in New York, from December 2012 to 2015. Dato' Beh was also nominated for the Malaysia's Most Innovative Young Leaders Award by UCSI Scholars' Circle (U-Schos) in 2016.

Besides being a visionary Entrepreneur, Dato' Beh also serves on the Industry Advisory Panel (IAP) of the National University of Malaysia (UKM) on Healthcare Innovation and Technopreneurship (2015-2018), and is a Council Member of Malaysia Retail Chain Association (MRCA). A specialist in his own right, Dato' Beh is also the first Health Tech contributor in Asia for Forbes.com.

While he has keen interest in being an entrepreneur and revolutionizing the healthcare industry, Dato' Beh has always been fascinated with another venture - playing polo. A fan of the sport since young, he was England's polo captain for the Under-21 English School National Team and the Collegiate Polo Team during his university days. In his beloved sport, he created history by being the first Asian to be awarded all stars in the US.

Dato Beh' also made the news by being the youngest to be elected to hold office barrel in the Equestrian Association of Malaysia and was elected as its Vice President in 2010.







#### **Preliminary Foundation**

Puteri Mariana Abdul Majid was born in Kuala Lumpur. Her father worked with the government while her mother was a teacher.

graduated with a B.SC Computer Systems Engineering before moving on to complete her Master of Science Warwick in the United Kingdom on both counts.

Starting off her career as a Project Engineer, she gained Having worked with the project, Mutiara Teknologi now more than fifteen years of working experience in the System Integration Industry with a focus on Public Safety Solutions, she joined Mutiara Teknologi as a General Manager heading the ICT Division, while also being acknowledged across the region. responsible as the company's Project Director for the MERS 999 Project.

the company.

#### **Epitomic Integration**

The MERS 999 project that took off in 2007 under the Ministry of Communications and Multimedia

was implemented via Telekom Malaysia as the Main Contractor. Mutiara Teknologi played a pivotal role in architecting the Computer-Aided Dispatch System (CAD). The system was implemented nationwide in 2015.

different agencies (999 Response Centre, Fire, Police, Civil Defence, Hospital and Coast Guard) and integrating in Engineering Business Management at University of their processes and systems to become one – a one of its Puteri Mariana continues to ensure the company satisfies kind in the world.

experience delivering complex projects to clients. With handles 90 per cent of the maintenance and installation of the system. The company was also responsible for developing Malaysia's own Subject Matter Expert on the Computer-Aided Dispatch Technology – which is

Malaysia Emergency Response System also known as the Puteri Mariana Abdul Majid's holistic experience in the field of ICT in Telecommunications has provided her with a great opportunity for her to share ideas Ambitious and forward thinking, she was appointed Chief and collaborating in projects. She spearheaded all the Executive Officer in 2014, eight years after she first joined company's projects and provided strategic leadership for the brand by working with the Board of Directors and management to establish long-term goals, strategies, plans and policies.

#### **Earnest & Principled**

Today, Mutiara Teknologi is one of the biggest players in the two-way radio and Public Safety Service industries in Malaysia. Under the stewardship of Puteri Mariana Abdul Majid, Mutiara Teknologi's business has developed After completing her secondary school education, she The MERS 999 is an extensive project covering six tremendously, as reflected in the company's continual revenue after 16 years in business.

> the needs and wants of clients from various industries, taking into account the technology and lifestyle trends developing at lightning speed.

> As the leader of Mutiara Teknologi, she always looks at prospective business ventures and new projects for the development of the company. Understanding the potential and needs of businesses in Cambodia, she was instrumental in the company diversifying its portfolio by offering Telecommunications Operator Systems and Public Safety in the neighbouring country.

> The mother of two is a strong believer that true success comes from hard work and good business ethics. Thanks to her dedicated efforts in various project and collaborations, Mutiara Teknologi continues to be the leader in ICT solutions that has made a significant impact on the development of Public Safety in Malaysia.





# THE BRANDLAUREATE SMES BUSINESS COUPLE OF THE YEAR AWARD



YBHG DATO' RICHARD TEO Managing Director/Chief Executive Officer & Creative Director of



YBHG DATIN WINNIE LOO

#### The Focused Power of a Dynamic Duo

Two names that are synonymous with the hairstyling to realize their vision. industry, Dato' Richard Teo and Datin Winnie Loo, a 'power couple' that many admire. The husband-and-wife team opened A Cut Above in 1978 – which started off as Kuala Lumpur.

No strangers to setbacks, the couple overcome their shopping malls in the Klang Valley. problems and forged ahead to achieve their dreams of creating a name for A Cut Above. With ambition, determination, passion they transformed their of salons.

the management of the company and its team of more atmosphere. than 300 staff. Datin Loo, as Founder and Chief Creative Director, plays a crucial role in the development of the **Contemporary Pacesetters** brand, one that has become a market leader. Together, they have come up with the perfect formula to ensure A 1 hair salon in Malaysia.

#### **Complementary Counterparts**

Armed with unique talents and different expertise, Dato' Richard Teo and Datin Winnie Loo harmonize each other in their business – using their strengths to work together

A Cut Above Sdn Bhd

expand A Cut Above - making it a household name in a humble hair salon in Wisma MPI, Jalan Raja Chulan in the hairstyling industry. For the public, it is a familiar and trusted name, and the increasing number of outlets

trends and always ensures that its salons provide a 428-square-feet salon to one of Malaysia's premier group consistent, contemporary and professional experience to succeed in the industry. for every customer. For many, a visit to the salon of their choice is not just to have a new look, but also

Dato' Richard Teo and Datin Winnie Loo have indubitably helped shape the landscape of the Malaysian hairstyling Cut Above continues to stay at its position as the Number industry – from the 70s to today. Their love for cuttingedge hair styling and the spirit of entrepreneurship has led them to receive local and international recognition. Creating history for her company and herself, Datin Loo was the first Malaysian to be awarded the World Master of the Craft by the Art & Fashion Group of New York -

for her efforts in upgrading standards and being in the forefront of the industry.

Over the years, they have combined their skills to For Dato' Teo and Datin Loo, it is not just about expanding their business and winning awards. Datin Loo also believes in educating the younger hairstylists – equipping them with skills and training – to give them the chance enables the brand to be easily found at upmarket to take on the challenges they face at work. A visionary leader, the President of the Malaysian Hairdressing Association established RE:Style studios and the X-Cut The duo believes in keeping up with the latest hairstyling chain as training grounds for her apprentices with the aim to nurture and quide them with qualities they need

With an array of awards and media features as well as As the Managing Director, Dato, Teo, is responsible for an opportunity to retreat into a cosy and pampering a distinctive standing in the country, Datin Loo is going all out to share her experience in branding to those who want to spread their wings in their personal and professional life. Through the platform, Brand Yourself, Datin Loo provides vital tips, techniques and training to individuals looking to create a personal brand for a better

> A formidable force in one of the most fast-changing industries in the country, Dato' Teo and Datin Winnie Loo are an inspiration to young Malaysians who want to succeed in entrepreneurial life.







#### **Extraordinary Lifestyle Innovator**

James Y. G. Tan started his career in various fields such as R&D, Quality Control and Production Management in the automotive and manufacturing industries. Possessing heaters for multi-point shower systems. drawing skills, an eye for detail and the passion to create, he then began designing his very own water heater line The brand commenced manufacturing of its very first of products.

becoming an Entrepreneur and ventured out on his own. Ardent about providing people around him with a better quality of life, he realized that there was an untapped instant water heaters.

With the aim to make it possible for more people to enjoy the convenience of having warm showers in the comfort of their own homes, the Founder & Managing Director established JOVEN Electric Co. Sdn. Bhd. in 1983 as a in Thailand, where today JOVEN has become the second wholly-owned Malaysian company.

qualities of being Jovial, Versatile and with the capability for Network Expansion.

#### **Breakthrough Lifestyle Pacesetter**

IOVEN's range of products consists of four main categories: instantaneous water heaters, storage water in aiming to grow by delivering more innovative and

heaters, water purifiers, and shower filters. JOVEN's core business is the manufacturing of instant water heaters for single-point shower systems and storage water

model, EC300, with four staff and a rented factory area of 2000 square feet in 1983; and ever since then has gone He made a bold decision to follow his childhood dream of from strength to strength. From its humble beginning as a modest enterprise, under the visionary leadership of its Founder and MD, James Y. G. Tan, JOVEN has since grown by leaps and bounds and has now become a wellopportunity in the market for affordable and reliable respected household brand that unsurpassed reliability and outstanding quality.

After the brand's successful take off, Tan branched out to export to other countries from 1984 to 1997. With the help of MATRADE, he was able to gain more distributors biggest provider of instant water heaters. As a matter of fact, the company now owns a manufacturing plant of JOVEN, which stands for 'James own venture', reflects 118,000 square feet incorporated with its marketing arm providing sales and service with a staff force of over 150 people.

#### Quality along the Path to Sustainability

When thinking about the future, James Y. G. Tan believes

high quality home appliances apart from the current product lines of the brand. It is a given that innovation has always been the main driver for JOVEN's success and it will continue to be a part of Tan's business philosophy in the coming days.

Owing to continuous R&D by the company, JOVEN has several innovations to its name. Continually meeting safety standards, these new products have gained market recognition through various awards - including the Industrial Excellence Awards & Brand Excellence Awards by the Ministry of International Trade and Industry, Quality Management System ISO 9001 by UKAS and have successfully passed the testing and approval by safety authorities from Malaysia, Singapore and Thailand.

As leader of his highly successful brand, Tan will continue to provide customers with top-notch and innovative products - always prioritizing customers needs, and using these qualities as the basis for R&D. Led by Tan, IOVEN will continue to embrace innovation as part of its Corporate Culture as well as ensure good customer service support in the quest of becoming the preferred brand in home appliances.



# THE BRANDLAUREATE SMES BRAND STRATEGIST OF THE YEAR AWARD



### YBHG DATUK HAJI MOHAMED FAROZ



Group Managing Director of Jakel Group of Companies MOHAMED JAKEL

#### An Entrepreneur Who Literally Grew up with the Brand

Datuk Haii Mohamed Faroz, the oldest son of the late Mohamed Jakel Ahmad, began working at the early age of 13, helping his father at a small trading shop in Segamat, Johor, in 1985.

As the first 'employee' in his father's shop, he worked diligently every day after school and was soon wellversed in textiles and fashion. Quite naturally, he opted to join the family business after completing his Form 5. Over the years, as he was developing his entrepreneurship skills hands-on, his father observed and understood his capabilities. Consequently, when the time was right, he across Malaysia.

At age 37, he was the natural choice to be Group father passed away.

#### Gaining Solid Footing

A humble company that was started with just a small capital, the group is today a renowned textile retailer providing a vast range of textiles for the lower, medium Strategic Prowess Incarnate and premium markets.

it a leading fashion house for traditional wear. Mohamed fields - including Property Development and Property Awards. Investment.

In an interview with The Star, Datuk Faroz revealed that he believed that lakel needed to own property so as to drive the business plan and company growth. While the company started out in a 300 sq feet space, sharing space with three other tenants, the company only expanded its business after purchasing the 6000 sq ft Rex Theatre in entrusted his 11 siblings and him to expand the business 1997. The family-owned company went on to own Cap Square north and south towers in 2012.

Thanks to Datuk Faroz's commitment and efforts, the Managing Director and Chief Executive Officer after his brand has experienced growing sales numbers since its establishment. Today, Jakel is no longer a small textile shop but a textile mall (which earned the recognition of being the largest textile mall in the world). The mall will also soon open a 4-Star Syariah-compliant hotel.

Datuk Faroz's strategy to make Jakel a globally centred business made it possible for the company to create a Jakel also offers an array of readymade fashion - making niche in the market. His efforts in propelling the group to

success saw him get recognized many a time, including lakel's vision of expanding his humble company has the Global Entrepreneur of the Year at the 2015 Middle certainly come into fruition - with more than 30 East Entrepreneurial Leadership Award and Entrepreneur subsidiaries and 6000 employees involved in multiple of the Year Award at its inaugural Utusan Business

> He was also honoured as the Retail Entrepreneur of the Year at the Pangkor Dialogue – chosen by a jury consisting of Nobel Laureates and Captains of Industries.

> His vision and leadership qualities were recognized by The Federation of the Gulf Cooperation Council Chambers (GCC) and the American Leadership Development Association (ALDA) as the Visionary Leader of the Year, which was given recently at their event in London.

> After establishing a portfolio that includes investment property through rental income, Datuk Faroz and his team are now diversifying their capabilities through property development under Jakel Development.

> An inspirational leader for many young entrepreneurs, Datuk Faroz's advice to those looking to achieve their dreams is to plan, have passion as well as work hard with determination, perseverance and commitment.



# THE BRANDLAUREATE SMES MASTER BUILDER OF THE YEAR AWARD



#### Learning to Build Dreams

David Mizan Hashim was born on May 31, 1961 in Kuala Lumpur. He graduated with a Bachelor of Science from the Massachusetts Institute of Technology in 1983 and to success. went on to complete his Masters in Architecture at Harvard University three years later.

After completing his studies, he worked as an Intern Assistant Architect at BEP Akitek (Malaysia) and Vosangers & Mills Architects (US) in 1983 and 1984 respectively.

Passionate about architecture. David is also a Member of the American Institute of Architects, Malaysian Entrepreneur Association Malaysia.

#### **Chieftain of Inspiration**

He founded VERITAS in 1987 and has been the firm's leading source of inspiration. David has always been and continues to work on projects, along with his team of experienced staff. He believes in the power of listening to clients and responding to their needs. The awardwinning architect has been a part of many of VERITAS's led by CK Tang. prominent projects and has led several award-winning local and international clients.

communication skills, budget and schedule control, as and Al-Khobar, Saudi Arabia in 2013.

well as understanding of clients' objectives. Bringing a positive attitude and energy to the entire designing process, his professionalism and dedication propels him

The VERITAS Design Group pillars have been built upon the principles of constant innovation and a commitment to quality. Initially an architectural practice, the group now offers a full range of supporting design services The Principal-in-Charge of numerous award-winning through subsidiary and associates companies. Clients not only have the confidence of getting excellent architectural service, but also interior design through Institute Architecture, Harvard Club of Malaysia Young VERITAS Interiors Sdn. Bhd., landscape design services by VERITAS Landscape Sdn. Bhd., and planning services by VERITAS Planning Sdn. Bhd.

> In mid-2008, VERITAS Contracts Sdn. Bhd. was established with the intention of rendering professional quantity surveying services. In 2010. VERITAS Environment Sdn. Bhd. (VESB) was established to provide sustainable design consultancy services with a team of GBI engineers

interior design and architectural projects. VERITAS has Thanks to David's visionary qualities, VERITAS continued been chosen over the years to serve many well-known to grow outside of Malaysia. It established its first international office in Dubai in 2005, followed by Ho Chi Minh City in 2007, Melbourne in 2010 led by Anton Alers, David's success is due to the hard work, good Mumbai led by Pawar Mahendra and Portland in 2012

#### The Resonant Voice of the Brand

David has also been vocal in the promotion of entrepreneurship and was a Founding Member and ex-President of the Malaysian Chapter of the Young Entrepreneurs' Organization. He is also an ex-President of the Malaysian Chapter of the World Entrepreneurs' Organization.

architecture and interior design projects, David's stewardship has seen its share of successes. His projects and his team have been featured widely in both local and international media.

With his extensive experience in architecture, he has spoken in numerous conferences and forums, and plays an active role in the architectural and entrepreneurship circuit locally and internationally. David has been actively promoting global trade in services, and has spoken on this subject around the world on behalf of the International Trade Commission (ITC), and the Malaysia External Trade Development Corporation (MATRADE).

Over and above all this, many of his essays have also been published, along with completed works and awardwinning projects by the firm in Malaysia and beyond.





# THE BRANDLAUREATE SMES BRAND ENTREPRENEUR OF THE YEAR AWARD



#### The Spark of Greater Things

Born on 10 January 1952, Jeffrey Soo completed his Form 6 studies and joined a fire safety company soon after. Working in the Sales Department, it was there when he was fuelled by the heated desire to achieve more in life. In a manner of speaking, he was bitten by the flame of After achieving this milestone, the enterprising Soo fighting company.

If truth be told, it was not all smooth sailing for Soo. At Malaysia and internationally. that time, there were no made-in-Malaysia fire fighting products, and as a pioneer in the market, it was a tough period from the very beginning for both him and his business and life partner, Michelle Hah.

fortitude led him to continue on and accomplish his protection systems. dream. Using the right strategies, Soo steered Fire strong presence in the industry till this very day.

#### The Burning Heart to Make a Difference

With the aim to be a market leader in the fire prevention and protection industry, Jeffrey Soo did all he could to make a difference. Realizing that in order for him and his

spearheaded the company's first prototype which was submitted to SIRIM for approval. A year later, it became official, and Fire Fighter began manufacturing its own brand of fire extinguishers for the Malaysian market.

entrepreneurship and decided to open up his own fire started working on another product – the portable fire extinguisher - along with other goods. Together with his team, Soo promoted the products to distributors in

No stranger to the realm of recognition, Fire Fighter was recognized as the first fire fighting company in Malaysia to receive the ISO 14001:2004 for manufacturing and servicing of portable fire extinguishers (Dry Powder and In spite of the difficulties, the determination and fighting CO2), servicing, installation and maintenance of fire

Fighter to achieve many firsts and ultimately create a In 2013, the company was acknowledged by MATRADE as one of the Business Success Stories of Visionary Malaysians - 'From Zero to Hero'.

#### The Consuming Fire of a Sizzling Brand

A strong believer that Fire Fighter's products are dependable and reliable, Jeffrey Soo has led the company company to succeed, Fire Fighter would have to produce to become an ISO-certified brand in the manufacturing, its own brand of fire fighting equipment. So in 1996, he installation, servicing and maintenance of fire protection

systems. While Soo and his team continue to focus on the brand's Mission, the company is ever ready to embrace changes in technology and in the business landscape.

Accepted by the government as a branded Malaysian product, Fire Fighter has now gone global. Its merchandise has been exported to Brunei, Indonesia and Timor Lester. Soo has demonstrated that small businesses can indeed grow and become successful if one has the passion and resilience to work towards goals and make them happen. Besides going international, the brand has also built an online presence from where customers can even make

With Soo's sturdy leadership and commitment to the brand, Fire Fighter has consequently built a strong reputation in the industry and earned the trust of consumers with its exceptional quality and value prices. Its superior products consist of a full range of fire protection system and relevant equipment that provide the necessary protection in the event of an emergency.

Soo is also the Deputy President of Malaysian Fire Protection Association (MFPA) and immediate Past President of Kiwanis Bandar Sunway Division – where he served in the role since 2007.



# THE BRANDLAUREATE SMES BRAND ENTREPRENEUR OF THE YEAR AWARD



#### **Communication Maestro**

Na Boon Aik began his career as mechanical and electrical trainee with Foo Electrical Works in 1974. He went on to work in Singapore at Advance Electrical Pte. Ltd. Having gained his working experience, he decided to start his own mechanical and electrical engineering company and He is principally responsible for providing the strategic called it Lam Electrical.

As his portfolio of clients grew, he set up Binalite Electrical Engineering Sdn. Bhd. in 1998 and BinaCom Telesystem. This smart shift saw him enter the installations and satellite television boom in late 90s and early 2000s.

Leveraging on his involvement and experience gained in dealing with satellite communication business, he ventured into the telecommunication industry through in 2000. Together, the dynamic duo made a business decision to cater to the growing market demand for telecommunications engineering in Malaysia.

#### **Technopreneur Extraordinaire**

Earning the right to be called a 'technopreneur', Na Helming a Full-spectrum Telecommunications Brand

forefront of the industry, it is vital to identify and meet the needs of businesses and consumers. The world of a technopreneur never stays constant and the Managing Director of Binasat, Na, can certainly testify to that.

direction of the company as well as overseeing day-today operations. His Vision for Binasat is to be a trusted partner in telecommunication managed services and total solutions provider to telecommunication operators regionally. The 52 year old head of Binaset has plans maintenance of satellite-related business during the for his company to transform into a telecommunication infrastructure provider and owner in the future.

Thanks to his farsighted leadership, Binasat has evolved to be a full turnkey solution provider for the telecommunications sector. The company provides Binasat Sdn. Bhd. with his younger brother, Na Bon Tiam, services encompassing network and infrastructure planning, design and optimization, network deployment, network and telecommunication in frastructure operations and maintenance and other telecommunications related services.

Boon Aik understands the fact that the technological As a hands-on leader, Na Boon Aik constantly keeps Laos. world advances at a fast pace, with trends becoming abreast with the technical knowhow and technological obsolete overnight. In order to stay relevant and at the knowledge in the telecommunication engineering

sector. Binasat's venture into the specialized Very Small Aperture Satellite (VSAT) market allows it to cover the full spectrum of the telecommunication network systems – namely the VSAT segment, mobile telecommunications segment and fiber optics segment.

Today, Binasat's direct and indirect clientele includes all the major Telco service providers in Malaysia, major telecommunication equipment suppliers, telecommunication infrastructure providers and oil & gas players. Na. the brand's technopreneur, has made Malaysia proud with his achievements and Binasat's success is indeed a testament of his leadership and his commitment to the brand.

One of the biggest milestones for Na and Binasat is the company's listing on the ACE market of Bursa Malaysia as of January 8, 2018. The IPO will be a stepping stone for the company to enhance its business and brand recognition as well as create opportunities to engage in new fields through potential business partners.

The company also has plans to extend its business regionally – in countries such as Vietnam, Myanmar and









Executive Director of Binastra Land Sdn Bhd



#### The Unexpected Turn for the Better

Sometimes life gives you the opportunity to do something out of the blue which changes you forever. Dato' Ong Theng Soon is one who understands this first hand. His eventful journey into the property arena was purely by chance. Having read Law at Leeds University, United Kingdom, Dato' Ong had his life planned – to come back to Malaysia and become a Litigation Lawyer. After obtaining a Law Degree fr<mark>om his alma mater a</mark>nd returning home, of Sunrise Berhad, who encouraged him to invest in he joined a local firm in pursuit of his dream job.

At the end of the day, finding one's 'dream job' is a matter of perspective as in spite of giving his best efforts to the company for two years, Dato' Ong realized that he was not entirely happy to be part of the rat race – unable to see the progress of his hard work – other than generating on his properties decreased. a steady income and enjoying some travel perks.

In an article with Property Insight Magazine, Dato' Ong revealed that it was his father's words of wisdom and encouragement that spurred him to open up his own legal practice - a significant move in his life up to that point. It was also then when he met, courted and married the forever love of his life, Datin Su-Wen Ong.

partner and they decided to form their own legal

differences in priorities and personal expectations. Dato' Ong and his partner ultimately parted amicably and went their separate ways.

#### A New Horizon Risina

Dato' Ong Theng Soon's foray into property development began as a Property Investor when he met the CEO property. Dato' Ong decided to purchase a unit in Mont Kiara, which gave him good returns.

This propelled him to acquire more knowledge concerning property investment - purchasing properties until 2007 when property prices dipped and the return on investment

Even though it was a difficult period for him and his family, Dato' Ong was inspired by his family business and was stirred to find better options of success. He realized that becoming a Property Developer would give him better control and the ability to make decisions on development details and pricing of properties. This led him to make the move from law to property development.

Soon after, he was introduced to a potential business. By chance, Dato' Ong met the Managing Director of. Lion's Club of Subang Jaya. Binastra Land and this led to a partnership in 2013. And

practice; though the partnership did not last long due to that is how Dato' Ong got acutely involved with the property industry and Binastra Land – and the rest, as they say, is history.

#### Home Is Where the Heart Is

A well-established and reputable property developer, Binastra Land is a familiar player in the industry. Thanks to Dato' Ong's leadership as its Executive Partner, the company has won various awards.

Together with his esteemed team, he effectively identified and acquired land located at strategic sites while offering reasonably priced homes without compromising quality.

An avid entrepreneur committed to the development of the brand's ongoing projects, Dato' Ong believes in ensuring that the company delivers on its Brand Promises - timely delivery, along with quality products and services. Dato' Ong remains inspired by the idea of providing quality homes that families can genuinely call home.

Besides being a far-sighted leader, Dato' Ong is certainly no stranger to the different communities around the Klang Valley. He has been playing an active part in serving the community through his years of valiant service in the









#### Brand Visage: Strong Foundation behind Sound Ambition

A visionary entrepreneur, Dato' Francis Ng Tian Sang graduated with a Bachelor of Commerce from the University of Western Australia in 1971. After completing his education, he acquired years and years of technical, professional and corporate knowhow. Along the way, seen the group reach greater heights. each experience paved the way for the next success.

His vast portfolio reflects his capabilities in various industries. Among his many responsibilities include serving as Business Controller of IBM World Trade Corporation from 1973 to 1979. A year after, he decided to travel along a different path – getting involved in real estate development and other businesses.

Dato' Ng's diverse professional experiences also saw him working in top positions in companies. With years of technical, professional and corporate skills under his seasoned hat, it is only natural that he has held various high-ranking positions throughout his career. Dato' Ng previously served as Chairman of PanGlobal Insurance Bhd., the Executive Chairman of Econstate Bhd. and RB Land Bhd. He also functioned as an Independent Non-Executive Director of Tropicana Corporation Berhad and as its Senior Independent Non-Executive Director.

He has been instrumental in the growth of Beverly Wilshire Medical Centre Group (BWMC), the first integrated beauty and wellness medical centre in Malaysia. As Chairman of the group, his unquestionable determination and commitment in making this new concept successful has the growth of the brand and ensured its sustainability.

#### The Outstanding Beauty Medical Centre That Is BWMC

Today, the BWMC brand is known across the world through different strategies, with emphasis on digital marketing. The centre is recognized as an accomplished, multiple award-winning medical facility in 2016 and has been awarded, for the second time in a row, the title of International Cosmetic Surgery Clinic of the Year by the prestigious International Medical Travel Journal (IMTJ) and the 2016 Frost & Sullivan Malaysia Excellence Award as the Aesthetics Centre of the Year.

Under the direction of Dato' Francis Ng Tian Sang, Beverly Wilshire has grown into an award-winning beauty medical centre with state of art facilities and excellent services. Undoubtedly, his forward-thinking mindset has catapulted the brand into coveted provinces of prominence and excellence. The medical centre's achievements are credited to its renowned expertise and unfailing commitment in providing the best care to all

Dato' Ng's ability as a dynamic leader and go-getter entrepreneur, together with incredible foresight, has made it possible for the health establishment to capitalize on opportunities available - which has, in turn, boosted

#### Stopping & Smelling the Roses

Aside from his professional life, Dato' Francis Ng Tian Sang has been actively involved in various associations and clubs both locally and internationally.

He was appointed as an International Honorary President of the Western Australia Chinese Chamber of Commerce since 1997 and as President of Rotary Club JB Malaysia.

Apart from that, Dato' Ng is a Member of the Malaysian Institute of Accountants, Australian Association of Certified Practising Accountants and Australian Institute of Company Directors (AICD).

With a sleuth of achievements in his belt, Dato' Ng is a testament that hard work, a positive attitude and the constant quest to learn new things are qualities that one needs in order to be successful in life.







## YBHG DATUK AR. SAIFUL



## Managing Director of Arte Axis Design Group ANUAR ABDUL AZIZ

From Paper Chase to Tangible Design Transcending Paper Datuk Ar. Hi. Saiful Anuar Abdul Aziz was born in 1965 in

Perak and studied at the Anglo Chinese School in Setiawan before moving on to MARA Junior College in Kulim, Kedah. His keen efforts and earnest dedication to studies saw him garner a MARA scholarship to continue his education in the United Kingdom.

He graduated with a BA (Hons) in Architecture in 1987 from North East London Polytechnic and three years later obtained a Diploma in Architecture at the Polytechnic of East London. Datuk Saiful went on to carry out his internship at Peter Tigg Partnership, a small architecture firm in Holland Park, for three years before passing the RIBA Part III examination in 1992.

After his years in London, he returned to Malaysia, working at firms such as W&W Architects (1992-1996) and Zainal Architect (1997-2000) as Project Architect and Associate, respectively - gaining deeper insight and comprehensive knowledge of the Malaysian building industry first hand.

#### Realizing Imaginings: Siphoning the Finest Elements of Philosophy & Art

After passing the PAM examination, Datuk Ar. Hj. Saiful Anuar Abdul Aziz founded Anuar Aziz Architect, thereby realizing his dream of heading an architecture firm in Malaysia. The Principal of the company is also the Managing Director at Arte Axis Architecture and Arte Axis Interior Sdn. Bhd.

As a Member of MENSA UK and a avid fan of different aspects of art, he always believes that designing buildings should include sprinkles of Creativity, Innovation, Practicality and Out-of-the-Box Ideas.

This philosophy was inspired by his tutors, Christine Hawley and Peter Cook, during the height of the Deconstructive Architectural Movement. As a matter of fact, his works have been reviewed by several well known companies such as Coop Himmelblau in Frankfurt, year design thesis, ahead of its time, was reviewed by Sir Nicholas Grimshaw, Germany, not to mention respected architectural professionals such as Neil Denari. His final year design thesis, which was ahead of its time, was reviewed by Sir Nicholas Grimshaw – a world-renowned architect.

#### Creating Waves in the Architectural Arena

Arte Axis Design Group is a boutique multidisciplinary design practice specializing in sustainable built environments. The company handles a wide range of projects including corporate buildings, mix development projects of highend condominiums, commercial properties and lowcost apartments, education institutions, hospitals and rehabilitation centres. The group is also one of the few companies in Malaysia that incorporate 'salutogenic' designs in its buildings - reflecting Datuk Ar. Hj. Saiful Anuar Abdul Aziz's own love of adding intellectual and environmental elements.

The company has been instrumental in creating designs for local projects such as low-cost flats under the Projek Perumahan Rakyat in Puchong and Sekolah Menengah Kebangsaan Agama in Rawang, among many others. The Brand's Champion has led his team in big and bold projects like the PERKESO Rehabilitation Centre in Ayer Keroh, Melaka, with a cost of RM248 million.

Other interesting projects for Datuk Saiful include the ABN MediaHub in Technologi Park Malaysia and affordable homes under the Projek Perumahan Rakyat scheme for the Ministry of Urban Wellbeing, Housing and Local Government. A fan of all things architecture, Datuk Saiful has visited different parts of the world for architectural trips – including Amsterdam, Paris, Andalucia, Taipei, Bali and others.

He also has keen interest in the Malaysian theatre scene. He is a Member of the Royal Institute of British Architects (RIBA), on the Board of Architects Malaysia (LAM), Malaysian Institute of Interior Designers (MIID) and International Real Estate Federation Malaysian Chapter. Thanks to his depth of experience which spans quarter of a century, Datuk Saiful has built a reputation of having architectural accomplishments in Malaysia and beyond. He continues to have a keen interest in sustainable development, environmentally friendly designs and the utilization of updated building technology and material.









#### Turning Contemporary by Capitalizing on Demand

Dato' Tan Hon Chung founded Extrovest Communications Sdn. Bhd. in 1999. Operating his business in the vicinity of Subang Jaya, Selangor, he decided to expand his trade when the demand for mobile phones and accessories flourished.

In 2011, he established DirectD, the retail arm of Extrovest Group, to provide better products and services to its customers. From a company that supplies mobile solutions to the public, Dato' Tan fruitfully transformed the business into the biggest retail and online mall in the telecommunications industry.

Armed with vast experience across the telecommunications line - including niche market, wholesale, consumer products, retail and more, Dato' Tan is indeed a specialist in diverse facets of telecommunication.

Together with dedicated and committed team, the brand has formulated a business model that focuses on adding value to the markets it operates in; while continuing to strive to make a difference in the lives of Malaysian consumers.

#### **Customer Satisfaction above All**

At DirectD, customer satisfaction remains top priority and

the team is constantly trying to improve its processes and online security to ensure customers have peace of mind while shopping for their gadgets either onsite or through DirectD's website.

Truth be told, the brand's efforts have indeed paid off. As a matter of fact, DirectD has consistently attained topseller awards in Malaysia for major brands such as ASUS, Huawei, OPPO, Vivo, Moto, Lenovo, Sony and HTC.

Over the years, Dato' Tan Hon Chung has groomed the staff under his strong and robust leadership, and this in turn has enabled the once modest outlet to successfully expand to its current size. Today, DirectD has nine outlets - including seven outlets in Subang Jaya - as well as Malaysia's largest outlet in Petaling Jaya and the newest one in Publika.

In Subang Jaya, DirectD has seven outlets surrounding its point of origin – including retail shops, brand-specific outlets and telecommunication-provider-exclusive stores. In 2015, DirectD opened the largest revolutionized concept shop and mall with an everything-under-one-roof concept to serve the needs of Malaysian consumers and provides a variety of products for gadgets and accessories fans. The second outfit, a mall in Petaling Jaya, is the biggest mobile phone shop in Malaysia – standing at 18,000 square feet!

#### **Communication Gadget & Gizmo Hub**

The company added another milestone to its business when it opened its ninth outlet in Publika mid last year. The newest DirectD outlet is a one-stop solution centre for customers providing comprehensive services which include the sale of mobile phones, gadgets & accessories, bill payments for YES and Celcom, SIM card replacement, repair, trade-ins, phone line registrations, Internet package registration and a 'smartphone' knowledge hub.

Customers will be able to shop comfortably in the spacious showroom that hosts more than 200 different models across major international brands, as well as have the opportunity to choose from over 1000 accessories. The company also has plans of setting up mini stores or DirectD Gadget MegaStores for residents around the Desa Seri Hartamas and Mont Kiara areas.

A far-seeing leader who does not believe in resting on his laurels of success, Dato' Tan Hon Chung desires to strengthen DirectD's local presence while exploring the Southeast Asian market. He aims to raise the brand's presence on an international level to meet the its objective of being the largest retailer in telecommunication solutions.







## YBHG DATO' HJH TUAN HASNAH

Founder and CEO of Munawwarah Design Sdn Bhd



## TUAN YUSOFF

#### Inventive Second-Gen Businesswoman

A pioneer in Islamic fashion, Dato' Haiah Tuan Hasnah Tuan Yusoff's idea of Muslim-centric attire first came about when she realized the need for suitable clothing for pilgrimage purposes.

As she grew up in a household where both parents were involved in business, Dato' Hasnah possesses a distinct edge in the arena. Inheriting an astute business sense from her family, the exposure to entrepreneurship in her growing up years also propelled her own involvement in business as an adult.

Starting her business, Sri Munawwarah Design, in her humble abode in 1992, her all her hard work and effort have resulted in exponential expansion witnessed in the establishing of seven shops within Taman Tun Dr Ismail and surrounding areas in Kuala Lumpur.

#### A Uniquely Modest, Yet Practical Sense of Fashion

The visionary businesswoman not only offers outfits for women to wear for Haj and Ummrah but has extended her range to encompass children's and men's wear too. Drawing from the demand for 'Muslim lifestyle' apparel from expatriates as well, Dato' Hajah Tuan Hasnah Tuan Yusoff has expanded her target market and portfolio offering customers appropriate formal wear for official functions as well as casual clothes for relaxation.

Her product range also includes Clothes of Worship, Tudung and Hijab. Adding elements of fashion into the product range, Sri Munawwarah Design gives hardworking mothers, busy students and professional men and women the chance to own readymade Muslim-friendly clothing in various styles and designs.

With the fashion philosophy of 'simple, practical yet elegant', Sri Munawwarah Design addresses the need for clothes that fits the occasion and at the same time fulfils the requirements for everyday activities.

For Dato' Hasnah, her business is all about synergizing the cultural traditions of a past era with the motivations of the current market place. With unceasing elegance and charm, the woman behind the success of Sri Munawwarah Design exudes inner reliance, practicality and composure. Thus it comes as no surprise that her business is now recognized as a one-stop shopping for all types of Muslim

### **Everlasting Style**

No stranger to local and international media appearances - Dato' Hajah Tuan Hasnah Tuan Yusoff has been on TV Hijrah, TV3, Radio IKIM, Saverah Magazine and UK and London Islam Channel.

She is a firm believer that modest fashion in the simplest form is the solution to today's couture needs. While she treads her own path in the Muslim wear fashion industry, the lady of fashion inspires many to embrace the modest fashion stance.

Sri Munawwarah Design has already garnered fans and gained a sound reputation in the international platform. The Malaysian designs have been seen on catwalks of London Fashion Week - a testimony of international recognition. The brand prides itself in being the catalyst for the 'modest fashion industry' in Malaysia, which has grown by leaps and bounds over the last decade.

Armed with the fashion philosophy, 'simple, practical yet elegant', Sri Munawwarah Design supplies customers with attires that correspond with their everyday routine needs and special occasions. The brand has hopes to continue in its mission of understated quality and everlasting style.

Working together with her team, which includes her Championing the Mission of Understated Quality & daughter, son, nephew as well as staff who have been loyal to the brand for the last 10 to 20 years, she hopes to carry on the Munawwarah spirit as a golden family legacy into the future.







#### Gaining that Advantageous Edge

Ir. Pok Sum Loong is a Civil Engineer registered with the Board of Engineers Malaysia since 1995. His interest in the field saw him obtain his Diploma and Degree in Civil Sdn. Bhd. Engineering from University Technologi Malaysia (UTM) n 1994 and Master Degree of Highway and Transportation from University Putra Malaysia (UPM) in 2001.

While pursuing his Masters, he worked at Setegap Berhad as Project Manager (Road Construction), from 1994 to 2001. He then took up a different role as Marketing Manager at Shell Bitumen for three years, starting from 2001.

Pok subsequently decided to explore a new role outside of Malaysia, and left for China to be the General Manager of Shanghai Pioneer Road Services, from 2004 to 2008. There, he was responsible for the asphalt business in Since taking over the reins as Managing Director of Shanghai.

After his resignation, he returned to Malaysia and worked at Shell Malaysia Sdn. Bhd. as the brand's Global Marketing Manager (Road Segment) for two years. In 2011, he served at Shell Bitumen as its Global Technology Implementation Manager.

Pok has extensive experience in various capacities, including a Technician in road laboratory, a Pavement

Engineer in road construction and Application Engineer in the bitumen sector. This has given him the edge in his current position as Managing Director of Wirtgen (M)

#### The People's Choice Brand Transformer

Wirtgen Malaysia Sdn. Bhd., is a subsidiary of the Wirtgen Group, an international operating group of companies which leads the construction machinery sector, incorporating five product brands - namely Wirtgen, macadam for roads and other pave areas), Committee Vögele, Hamm, Kleemann and Benninghoven.

The Wirtgen Group has become a one-stop supplier of leading technologies for the entire road construction cycle - starting from processing & mixing to paving, compaction & rehabilitation.

Wirtgen Malaysia, Pok has transformed the brand from being a supplier of machinery to one that provides holistic solutions to the industry.

has made it the preferred brand amongst customers. Its and sustainability of Wirtgen and he has contributed to remarkable Standard Operation Procedures (SOP) and the development of the industry with his expertise and quality solutions have assisted its customers to achieve skills. better desired results for their businesses.

#### Paving the Way

As an industry leader, Pok actively participated in pavement and material technical committees and contributed vastly in the pavement industry in Malaysia.

He was a Committee Member for revision of Malaysia Standard MS 124 (Specification for penetration grade of bitumen for use in pavement construction), and Malaysia Standard MS 512 (specification for bitumen Member for drafting of the REAM guideline, REAM-SP 3/2007 (specification for semi-rigid wearing course) and a Committee Member for Shell Bitumen Technical Committee East. Pok is also the Corporate Member of The Institution of Engineers, Malaysia (IEM).

As a recognized leader of Wirtgen, he has sharp business intuition, plus is forward thinking, adaptable and energetic. Pok is a dedicated, result-oriented Manager with in-depth experience and this is demonstrated in his ability to lead and manage the staff of the company.

Wirtgen's position as the technology and market leader His leadership has indubitably strengthened the growth







Possessing a British-trained Civil and Structural Engineering background, Ee Ching Wah has always kept his true passion, education, close to his heart. A successful Entrepreneur in his own right, his knowledge, skills and expertise have been instrumental in creating the success to its Core Values. of the R.E.A.L Education Group, which caters to preschool, primary, secondary and tertiary education levels.

The name R.E.A.L itself – which stands for 'Results Enhancing through Active Learning' – was his brainchild and innovation. The visionary Co-Founder of R.E.A.L is a firm believer that education has the ability to transform lives for the better. It was this belief that inspired him to be one of the chief individuals to commence the centre, Quan Seng and Kee Keok Kuay, in 1985.

Today, after three solid decades of being actively involved in the phenomenal growth of the group, Ee continues to services, as well as spearheading the company's business Ministry of Education, Malaysia. expansion plans.

#### Carving out a Real Name in Education

As President of R.E.A.L, Ee Ching Wah is more invested than ever in the brand's endeavours towards continually realizing its overall Vision and Mission while staying true

In spite of his busy schedule, he is always willing to take the time and effort to share with and enlighten others on R.E.A.L's ingrained belief that learning never stops, but is instead a lifelong process that is perpetually enhanced and enriched through active learning.

Together with his team, Ee's dedication and passion to put R.E.A.L in the educational map in the country together with his like-minded business partners, Sim has resulted in the company being recognized in the transforming lives in the community through quality education industry.

Among the many awards and accolades R.E.A.L has accumulated over the past few years include being play a pivotal role in steering the path for R.E.A.L's future; inducted into the Malaysia Book of Records in 2002 as towards realizing his dream of seeing the next generation whilst always sharing his vision and vast experience the 'First Kindergarten in Malaysia to be certified with of young Malaysians fully equipped to take on the world in the thriving education industry. He has been pivotal ISO 9001:2000' and achieving its first 5-Star School status as confident, competent and competitive global citizens. in creating the education centre's philosophy and in 2013, the highest possible rating bestowed by the

#### The Future Illuminated by the Light of Knowledge

Another trusted brand in the education sector, CIMB Private Equity (CIMB PE), acquired a 33 per cent stake in the REAL Education Group total cash consideration of RM33 million in 2014.

Just over a year ago, Paramount Corporation Berhad acquired a 66 per cent stake in R.E.A.L Education Group for a total cash consideration of RM183 million. The acquisition has made it possible for the group to be one of the largest full-spectrum education centres in Malaysia.

Under Ee Ching Wah's inspirational and exemplary leadership, R.E.A.L Education Group is able to continue education.

With his heart also set on grooming R.E.A.L's next-inline, be it students or staff, Ee is unreservedly committed







#### **Branding of Mythological Proportions**

Hamie Appala Nakkiah is one of the owners of Biforst Logistics Sdn. Bhd. Extremely passionate about the world of logistics, Appala teamed up with his friend and together they have been stirring the logistics industry in Malaysia to the likeness of European-standard logistics companies.

The name Biforst is derived from Norse mythology and means 'a sacred bridge between men and god' - which is portrayed by the core business of logistics they are With its base in Malaysia, Biforst Logistics is currently primarily in.

The company was incorporated in 2004 and started out as a logistics provider before expanding to become one of the leading solutions providers in the region.

It all began with Appala and his partner who worked in different logistic companies. After the duo learnt the ins and outs of the business and gained enough experience, they decided to coalesce their expertise and skills and form a new company.

Despite starting small, Biforst Logistics soon expanded its business to eventually distribute goods for a large pharmaceutical company using five leased trucks. After working from a small office, the company grew and purchased its first prime mover not long after.

#### Firmly Entrenched in the Logistics Arena

Appala is a no-nonsense and hands-on leader who understands the industry and takes into account the needs of his staff. This has enabled him to transform Biforst Logistics into a brand that offers international standard services to its list of ever growing corporate clients as well as inspire his staff in performing their roles I-Shift truck. effectively and efficiently.

operating actively in Thailand, Singapore, Indonesia, India, Vietnam and China.

Apart from logistics, the brand has also ventured into different industries – diversifying its portfolio in the areas of technology, retail, agriculture and property.

No doubt Appala's leadership has led the company to transform the logistics industry in the country. As part of the transformation, traditional 40-foot trucks, which carried 20-22 pallets, had their trailers rebuilt by the company to be able to transport 32 pallets initially, followed by 34 pallets subsequently - carried out with visionary execution and the approval of the Malaysian A forward-thinking leader with big dreams, Appala is Road Transport Department (JPJ).

and achievement, the total logistics brand and Malaysians proud.

has also been certified with the ISO 9001.

#### **Reshaping the Domain of Logistics**

Biforst Logistics has been listed in the Malaysia Book of Records for having the truck with longest 'curtain sided trucks' - namely its Volvo FM400 6x2 RSS Hub Reduction

In 2010, Biforst Logistics became the first company to move electronic goods from the port in Singapore to the city of Shanghai, China. With the said achievement in hand, the total logistics provider is now looking at transporting goods inter-country – with aim of expanding its destinations.

The logistics brand made history by being the first company to receive the electric-powered FUSO eCanter - which is a part of the Mercedes-Benz Malaysia Commercial Vehicles. The 2860 kg (kerb) eCanter seats three individuals and uses a 70 kWh high-voltage battery (which powers the vehicle's 185 kW electric motor) helps it transport payloads of up to 4600 kg.

expanding Biforst Logistics' operations to the Middle East and Europe. The truly Malaysian-made brand will no A true reflection of Biforst Logistics' growth doubt continue to spread its wings and make Malaysia



•••DR.KKJOHAN

THE BRANDLAUREATE SMES CORPORATE AWARDS

# THE BRANDLAUREATE SMES CORPORATE AWARDS BestBrand in Industrial-HVAC (air conditioning)/ Refrigeration **Technology & Solutions.**

# We Care For Your Health Asset & The Environment

#### Over Two Decades of Environmental Savvy

Established in 2002, Airestec Sdn. Bhd. is a thriving Bionexus-status company that and protection by applying green, eco-friendly cleaning and decontamination.

The company, which is an Australian subsidiary of Airestec (Australia) Ptv. Ltd.. has more than 20 years' experience in Traversing beyond the Norm Enzyme Technology for decontamination and cleaning. Its main business activities include HVAC and air-conditioning system decontamination, bacteria, fungi & mould remediation, odour control and others.

to human health and promotes protection a series of multi-enzyme decontamination of the environment. They are formulated to be readily biodegradable in accordance system), as well as for general cleaning and with OECD standards, of neutral (pH 6.5-7.5) constitution and made of food-grade enzyme and plant-based ingredients which can break Airestec Sdn. Bhd. rigorously drives its pillar down and remove biofilm, bacteria, fungi and moulds to improve indoor air quality as well as the water pollution crisis.

in Malaysia, Hong Kong, China, Brunei, Indonesia and the Middle-east.

provides high-end products, services, solutions For all its R&D efforts and contribution to society and the industry it operates in, the and biobased scientific approaches for life and environmental science business company was conferred the Enterprise 50 Award in 2016 and The BrandLaureate SMEs BestBrands Award in 2017.

The Airestec brand is epitomic in the industrial application of Enzyme Technology. The R&D arm of the company, namely Airestec Innovations Sdn. Bhd., carries out continuous research and improvement of green and biobased cleaning products. To Its range of products offers numerous benefits date, the company has successfully invented products for air-conditioners (or the HVAC vehicle radiators.

> of branding as sound branding reflects positively - not only on brand growth - but also revenue. The company claims that



which can bring added value to its customers.

not only been effective but have also contributed to its top line. They also act as a booster to retain the loyalty of the brand's existing customers as well as expand its customer base. At the end of the day, it is the patrons who help the company to effectively market or introduce its products through positive word of mouth.

It also invests in social media marketing to increase product exposure particularly to new customers – as well as advertise its services in order to fortify its brand presence among consumers.

Additionally, Airestec actively partakes in Corporate Social Responsibility (CSR) as one of its brand-building initiatives.

#### **Need-Centric Creator**

Airestec Sdn. Bhd. has invented a series of green, bio-based, and ecocertified household cleaning agents under the brand Airestec Magixzymax - including surface sanitizer, glass cleaner, floor detergent, dishwashing detergent, and the ilk. This product series is made of food-grade enzymes and plant-based ingredients which are environmentally friendly and safe for humans. In fact, all the products are designed to tailor to the actual needs of consumers.

Airestecaspires to be at the forefront of Green Technology for decontamination and cleaning. For that reason, the company has forged close collaborations with universities and research agencies for continuous study and research in the field of Green Technology – especially Enzyme Technology. Moving forward, the company will focus more on talent acquisition to strengthen its existing R&D team for new product development and create a blueprint to re-market its pro-strategy to boost brand awareness.













# THE BRANDLAUREATE SMES CORPORATE AWARDS BestBrands in Food & Beverage - Food Catering



#### A Juicy Slice of Greatness

Sdn. Bhd. (Big Onion) is one of the leading and most sought-after 5-Star catering & project. event management brands with top-notch professional service in the country.

catering industry by opening a humble ago. What simply started as the entertaining per cent of its overall business. of requests from regular patrons who wanted to take away larger portions for their home- With sheer persistence and hard work, the parties eventually evolved the business into turnover of RM10 million.

In the year 2014, Big Onion through its Klang Valley alone! subsidiary, Fruits Juice Bar Chain, began capitalize on the booming juice and smoothie trend. Its own home brand, Juiceee, was Certification (Food Safety Management conceptualized and pushed into the market - System). with the first outlet at The Gardens Shopping are located at leading shopping malls established in the near future.

it was appointed for the provision of Guest's Awards (SOBA). Breakfast, In-Room Dining & Associates Meals

at PARKROYAL Serviced Suites Kuala Lumpur Incorporated in 2010, Big Onion Food Caterer and its subsidiary company, Big Kitchen Sdn. Bhd., was incorporated in managing the said

#### The Booming Onion

For the working year of 2016, Big Onion not The company took its first step into the only holds 40 per cent of the catering market share but has also built itself a steady abode restaurant business more than three decades in the corporate sector – which makes up 80

company can pride itself for sitting on the a premier food caterer with an annual group catering panel of over 400 companies, with a whooping track record of serving at least 528 different corporate clients to date in the

when it was awarded the ISO 22000:2005 Jakim HALAL certified.

in Marketing and Entrepreneur of the Year consumer market. In 2015, Big Onion hit a 'double jackpot' when (Male) for The Star Outstanding Business



developing a juice bar business concept to All of its commitment was further rewarded. The company also conforms to standards that customers can trust and is

#### **Growing Roots via Branding & Innovation**

Big Onion is cognizant that the food and beverage industry is a dynamic Mall. At present, there are 14 outlets which To add a feather to its already shining cap, sector with (literally) a huge appetite for growth and innovation. Innovation Big Onion also bagged three awards in is key to new product development and improvement. Hence it unceasingly nationwide with six more expected to be 2016; namely Top Influential Brands, The strives to craft exclusive flavours, differentiated packaging, unique food BrandLaureate - Best Brand Award and Best presentation and new products to satiate the evolving demands of its

> One of the latest successful undertakings of the brand has been the developing of new menus to cater to healthier modern-day eating trends – pairing healthy products and convenience (known as Healthy Bento Box) – to accommodate the emerging trend – led by the group.

> The group truly appreciates how brand development is an essential longterm investment which works wonders for it. This is because a strong brand influence enables target customers to easily identify with the brand (and its services); which in return makes it easier for the former to promote the brand - either organically or via social media platforms.

> Beyond the shadow of a doubt, Big Onion has steadily positioned itself as a leading 5-Star caterer in Malaysia – a brand that can always be relied upon to deliver quality food and service with personalized, innovative and cuttingedge technology at competitive pricing and uncompromised quality. It is no surprise that Big Onion continues to delight and impress its patrons with its array of stellar offerings.







# THE BRANDLAUREATE SMES CORPORATE AWARDS

BestBrands in Technology – Integrated Telecommunication Solutions



#### **Bridging the Communication Gap**

Binasat Sdn. Bhd. (Binasat) was incorporated in Malaysia in 2000 as a private limited company.

In 2004, under the leadership of both its Directors, Mr. Na Boon Aik and Mr. Na Bon Tiam, the company commenced operations by providing satellite network installation and commissioning services for hotels, condominiums, embassies, turf club throughout Malaysia.

strength to strength and expanded its business to support local telco providers in the expansion and maintenance of their The Binasat brand speaks about providing mobile and fibre optic networks - given the rapid growth of the telecommunication industry in Malaysia. With a workforce of 283, two major customers - Maxis Broadband Sdn. Bhd.

by 51.55 per cent to RM7.17 million from broadcasts. RM4.73 million a year earlier; while revenue million from RM39.44 million. The satellite organization towards service differentiation.

business currently accounts for 50 per cent of the brand's total revenue, followed by mobile support services and fibre optic telecommunications networks at 32 per cent and 18 per cent, respectively.

#### Sublime Branding via Adhered Quality Standards & Processes

Over the last 13 years, Binasat has built a proven and well-established track record of its brand name in the telecommunications operators and petrol station chain outlets industry simply by listening to and realizing its customers' expectations. Over and above that, the brand has completed numerous Since then, the brand has grown from major projects within the timeline set – once again building loyalty.

its patrons with 'adhered quality standards Sdn. Bhd. and Huawei Technologies Malaysia encompasses services such as installation & decade – a pool that is still growing! commissioning, operations & maintenance,





and processes' in providing a wide range of The group as a whole displays positive attributes in building and sustaining services - namely handling different network the Binasat brand name. The brand today has grown in its standing and Binasat derives the bulk of its revenue from mediums & technologies, including satellite, has securely positioned itself in the mind of its target audience – proudly mobile & fibre optic networks, which boasting of its pool of customers who have been loyal to the brand over a

as well as satellite uplink & downlink services The vast collection of awards and recognition garnered by the company from For the financial year (ended) June 30, for live telecasts for turf club, sporting its customers as well as external awarding bodies entails as proof to solidify 2016 (FY2016), Binasat's net profit grew and other events; plus on-location news this testament. Furthermore, Binasat is highly praised for its dedicated and experienced management team and workforce. Its management team is responsible, not only for sustaining and providing the platform for growth, increased by 17.75 per cent to RM46.43 Binasat's competitiveness drives the but also the necessary tools to ensure smooth operations.

> The ISO 9001:2015 certified company similarly has a strong network of experienced in-house technical personnel across Malaysia with the aptitude to quickly deploy service teams to rectify actual or potential network failures across the nation – an essential element in the minimization of network downtime.

#### 'Ace Market' Ace

Binasat is seeking to list its shares on Bursa Malaysia's 'Ace Market'. It plans to issue 85-98 million new shares – equivalent to 33.1 per cent of its enlarged share capital.

The establishment plans to use the proceeds from the proposed IPO to set up a new teleport facility and services – enhancing its operations and maintenance services capability; improving its fibre optic network installation and commissioning service capability. The Group is also looking at expanding its presence to Myanmar, Vietnam and Laos by forming strategic partnerships and joint collaborations with local operators, such as telcos, equipment suppliers, and supporting service providers.









#### A Brand Built on Solid Foundations

Tan Nge established Binastra Construction. The construction company's reputation grew from strength to strength, as it focused on ensuring top quality workmanship and timely delivery, which culminatedin a class 'A' construction license in 1984.

company in Malaysia with an impeccable reputation, it took on the challenge of reviving an abandoned project in Titiwangsa. Leading the Way in Contributing towards Kuala Lumpur that had been deserted for 10 years, and completed it successfully natural evolution of the company, seeking life of the Malaysian people. greatest heights of achievement. With its first milestone complete, it was only natural the success and the vision and the path of company was destined.

project, Dato' Sri Michael Tan, the son of the founder, Mr. Tan Nge, established Binastra Land and spearheaded its growth. In 2013, RM550k." Dato' Ong Theng Soon became a partner knowledge in property and investment into to build properties of excellent quality, the business.

#### Rise to Prominence

Despite being relatively new in the industry as a property developer. Binastra Land has built good quality residential properties, commercial premises and industrial spaces impressive RM1 billion in GDV since 2005.

"If we take a look back to Binastra Land's

even times when we deliver ahead of what is The story of Binastra began in 1979, when Mr. promised," said Dato' Ong.

Today, Binastra Land's footprints can also be seen through its development projects in Taman Kinrara Seksven 2. the Sri Kavangan town villas. Green Residence@Cheras. ThePark@BukitSerdang and CitiZen@ OldKlang Road, as well as commercial units In 2005, as a top-notch construction at CyberSquare near Cyberjaya, Pusat Bandar Puchong and UEP Industrial Park.

Dato' Ong firmly believes that there is a within 6 months. The end result was the strong correlation between the construction 35-unit Titiwangsa condominium. Its foray sector of a country and a healthy economy, into property development seemed to be a along with the improvement in the quality of

> Ong. "Given the current economic situation the entire development has been sold. where genuine demand leads the property

client's expectations in value.

Old Klang Road, with a gross development value (GDV) of RM500 million. Offering 837 Branding the Future project.

To the delight of our purchasers, there are sq. ft. to 883 sq. ft. and purchasers will have products, service, causes and ideas."



a choice to choose between 2 and 3-bedroom layouts. The average selling "As a responsible developer, we always strive price is RM435,000 or RM600 psf. Upon completion, it will offer over 50 to continue innovating and building on to match our products to our customers' different facilities within the secured compound, including four badminton expectations, taking into consideration the courts, a full-sized futsal court, two swimming pools and kid's pool as well the organization, a property development prevailing economic situations," said Dato' as three sky gardens, one on each tower. To date, it is estimated that 95% of

With the successful experience from this first market, it is necessary to price our projects, Thanks to its unique positioning and experience of being both a developer especially residential properties, within and construction company at the same time, Binastra is able to better the affordable range between RM400k and manage the cost and optimize the use of its resources without compromising or short-changing on quality. This includes offering a higher number of facilities, appealing landscape and practical layouts, while still maintaining of Binastra Land, thereby incorporating his Having said that, Binastra will still continue its property prices within the affordable range.

> combining solid strategies with practical "As a business, we hold true to the philosophy and values of the brand, sensibility in continuing to exceed our maximizing profitability while optimising quality, doing whatever it takes to ensure that every unit receives the best workmanship and finishing. By adhering to our values, the result of our work is evident in the loyal team In 2016, Binastra Land launched CitiZen 2 at of investors and customers we have built over the years," said Dato' Ong.

nationwide, successfully completing units of serviced apartments housed in three Brand Leadership is in essence our own reputation. Credibility is the most property development projects exceeding an towers, the 3.32-acre freehold development important asset we have and it is the quality of value we produce that forms is located next to the company's CitiZen 1 people's perception about us as a leader in the business. Our reputation isn't just limited to who we are, but also extended to what others believe about us," elaborated Dato' Ong. "Hence, as a market leader in the property history, the company completed its very first CitiZen 2 is designed to appeal to a new industry, it is our responsibility to continue innovating and building on our project within an impressive timeline of six generation of audience, the younger milestones without growing complacent, constantly challenging ourselves months. Moving forward, every one of its generation of single working adults and to grow and deliver value. That in turn, I believe will continue to result in a projects has continued to its delivery targets. newly-weds. The built-ups ranges from 725 positive and desirable perception in the minds of people about our company,



# THE BRANDLAUREATE SMES CORPORATE AWARDS BestBrands in Industrial - Facilities Management



#### **Industry Leader Extraordinaire**

Founded in 1986, Cofreth is a well known total solutions provider for Facilities Management and Energy Services in Malaysia. Since opening its doors, the company offers clients a diverse portfolio of smart solutions, technical specialists and management capabilities. Owing to the strength of its professional workforce and resources, not to mention steady improvement in processes and the complete processes in between. and systems, the service provider brand continues to be on top of the market.

Always keeping its industrial clients in mind, Cofreth offers on-site technical services, support services for facilities, energy efficiency management, industrial utilities maintenance as well as consultancy in both facilities management & energy efficiency.

The company focuses on a combination of technical expertise and self-apply capabilities, having amassed extensive experience in energy, proven systems & processes, plus over and above that The company is also the first in Malaysia to provides industry leading training for staff. Supported by a strong management team, Cofreth is able to cater to clients' facilities mind at the same time.

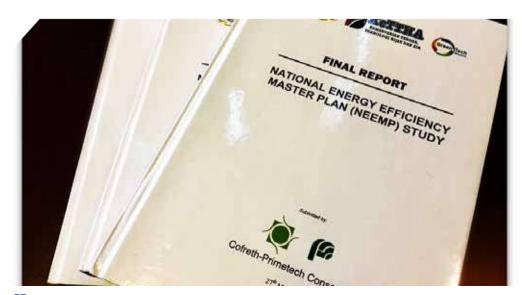
Cofreth's facilities management approach Cofreth's branding also lies in its focus on

plays a vital role in technical consultancy and simultaneously impacts the way the industry thinks about the implementation of life cycle costs and strategies. Among the brand's aspirations is to close the loop between Design and Facilities Management, through its Life Cycle Approach. This approach focuses on Facilities Management Consultancy, Facilities Management Delivery

### Stamping Brand Supremacy via a Series of

Cofreth's branding is reflected by its many achievements. The company is the first Facilities Management Company in the country to be appointed as the ARCHIBUS Solution Centre-Healthcare Transformation for USA's Integrated Workplace Management System. Gaining the confidence of the world's No. 1 provider of total infrastructure and facilities management solutions is one of Cofreth's most important milestones.

achieve ISO 9002 in 1996, not to mention develop a comprehensive and proven facilities management system, which is ISO management needs and offer them peace of 9001:2008 certified and recognized by the United Kingdom Accreditation Scheme.





saving energy, conserving resources and increasing client earnings. In this light, the company established its Energy Service Company (ESCO) and has a proven track record of providing energy efficient solutions. The brand's power effectiveness measures are specifically designed to guarantee energy savings to clients - always bearing safety, efficiency and comfort in mind. This clearly reflects the company's utmost commitment to its clients ensuring that it stays true to its brand promise.

Furthermore, the company is the first in Asia besides Japan to have developed a District Cooling System Plant with Thermal Energy Storage technology using chilled stratified water. The total solutions provider ensures that the operations and maintenance of a plant runs efficiently – constantly placing emphasis on the smooth performance of the facilities at hand.

#### Adding Visible Value to the Invisible Future

Looking forward, Cofreth believes in regularly building on the competency and skills of in-house resources and specialists as well as improving a system based on technology and industry best practices. With these qualities, the company aims to exceed expectations and always remain focused on adding value to its clients' businesses.

As a company that believes in staying updated in the industry, Cofreth is also a Commissioning Agent for different types of Green Building certifications. Its staff is equipped with the necessary knowledge, resources and capabilities to advise and implement Green Building measures accordingly.

Cofreth's strength in Mechanical, Electrical and Plumbing services empowered by a multi-disciplined workforce – makes it possible for the brand to provide clients with high quality services and best practices from the very onset. Over and above this, company staff undertake industry relevant training to have the most up-to-date knowledge and skills in order to cater to the ever-evolving needs of clients.



# THE BRANDLAUREATE SMES CORPORATE AWARDS BestBrands in Education - International Islamic Education



#### In the Green of Growth

A considerably new player in a crowded field, Greenview Islamic School (Greenview) has seen promising growth since its inception in September 2010.

students seven years ago, did not hamper the creative spirit of six young teachers to inspire and educate with valour. Their passion and The syllabus is regularly updated by in the expanding market in international based approaches to learning. education.

Today, Greenview is not only an international school to be reckoned with, but also stands out from its competitors because of its and is based on the teachings of the Ahlus unique-blend education syllabus. It exudes the finesse of striking an intricate and delicate teachings of Imaam Ash-Shaafi'ee. While balance between academic achievement and the core subjects including At-Tawheed self-esteem development. This alluring blend has helped shaped Greenview students to become Grade 'A' exam-passers as well as in the original Arabic language. Grade 'A' persons.

#### An Unusual Blend

Greenview offers two different study modules for its students - namely the Cambridge IGCSE International Programme and Islamic of infused Islamic values with an open view Studies.

The globally recognized and valued IGCSE



programme affords the school to offer a comprehensive curriculum for Mathematics, English and Science. Students' academic progress is assessed in Year 6 and Year 9 when they sit for the Cambridge Checkpoint Examinations followed by Cambridge IGCSE The humble beginning of a single class of four examinations in Year 11 – which are marked externally.

commitment became the key pulling factors 

Cambridge according to changing needs. that built the school to be an active player Furthermore, IGCSE encourages inquiry

> Its students also undergo Greenview's Islamic Studies Curriculum which follows Jabatan Agama Islam Selangor (JAIS) syllabus Sunnah wal Jamaah and is exclusive to the and Seerah are taught in English, children memorize important Soorahs of the Qur-aan

Greenview's Islamic curriculum mainly focuses on building up the inward character of its students right from foundation years to secondary level through the exemplification of the diverse cultures that make up the global community.



#### Brand Innovation & Building the 'Greenview' Brand

Greenview has built its branding pillar on an emotional bond which evinces on relationships and the level of confidence between the school, the child and the parent.

The school has branded itself to be a 'second home' by providing comfort, support and attention to detail towards its students' academic achievement and wellbeing. At the same time, parents view Greenview as the best education sanctuary for their children - to not only be nourished with academic excellence but also in-character development and spiritual strengthening.

Parents who have been part of the school since its former days have witnessed their children transformed to be self-disciplined and self-motivated people. This achievement is in line with the school's pledge to make a real difference to the lives of its students. In its Brand Innovation, the Greenview Brand does not only deliver the expected academic grades, but equally important, it delivers 'value' - value for money, the 'valued' parent and the child as a 'valued' asset to society.

Within the first five years of its operation, Greenview transcended from its modest origins as an Islamic school to becoming a respected international school with a demonstrated academic record whilst still providing a comprehensive Islamic curriculum and values training.

In order to remain relevant and competitive in the ever aggressive industry, the school is re-strategizing and re-innovating the Greenview brand to surpass all possible hurdles in the future. Some of the strategies that have been adopted by the establishment include a combination of Public Relations (PR) (both internal & external), Corporate Social Responsibility (CSR), Advertising and Interactive Media.







#### Diverse Diagnostic Brand

Established in late 1996, Gribbles Pathology a year, to provide around the clock services and Virology. to its customers.

pathology in all disciplines at its pathology control and procedures annually.

Quality Assurance Programmes mainly from Australasia - Quality Assurance Programme) as well as other schemes from Australia and electronically linked. the UK.

laboratory services, continuous medical educational programs, marketing efforts, Gribbles was awarded the Brandlaureate BestBrands in Healthcare Diagnostic Laboratory Services 2016/2017.

#### State-of-the-Art Laboratory Services

Gribbles is the first major Malaysian Malaysia (Gribbles) is the largest private commercial laboratory to achieve a provider of diagnostic laboratory services in comprehensive scope of accreditation the region. Its focal laboratory is situated in in Chemical Pathology, Histopathology, Petaling Jaya and operates 24 hours, 365 days Cytopathology, Haematology, Microbiology

As one of the largest private providers of Besides offering a broad range of human diagnostic laboratory services in Malaysia, the all-inclusive brand in diagnostic department the laboratory also provides laboratory services provides services veterinary pathology and environmental/ to over 10,000 private and government industrial analytical services for its clients. medical practitioners, dialysis centres, Gribbles serves approximately 1.5 million other pathology laboratories, insurance patients using stringent internal quality companies, pharmaceutical companies and various other establishments. Gribbles has an impressive 42 sites – including 19 in-house Gribbles participates at length in external private hospital laboratories, 13 regional and state laboratories and 14 collection centres 500. the RCPA-OAP (Royal College of Pathologist of throughout Peninsular & East Malaysia - all of which are state-of-the-art and

The expertise of the brand in medical In recognition of its high standard of laboratory services is supported by four in-house pathologists and three clinical consultants who provide medical discussions and consultations on the laboratory results with the healthcare professionals. This is further complemented by a diverse pool of highly qualified and experienced technical



and scientific staff. Gribbles at present has an operational workforce of over

#### Maestro of Meticulous Medical Mapping Methods

In meeting the increasing demand for the healthcare professionals on specialization and individualization of patients' needs, Gribbles has an extensive, comprehensive and customizable screening test menu. Gribbles has been ever innovative and progressive with the latest molecular and genetic (DNA) tests including disease state, lifestyle and wellness screening tests to meet the demanding healthcare industry.

Technology has become an integral part of providing efficient services in the healthcare industry and as for such Gribbles has positioned itself in the forefront of technology with a dedicated IT team to support Laboratory Information System (LIS), Hospital Information System (HIS) and Clinical Information System (CIS) integration with its healthcare professional partners. Continuous improvement and implementation of new systems and processes such as web-based cloud reporting, called E Results, E Report, E Invoice and E Order, provide secure, faster and easier access to screening test results and the ordering of screening tests for healthcare professionals

Gribbles, likewise, places great emphasis on its Customer Careline Call Centre, providing 24-hour call services to healthcare professionals covering the delivery of results, collection of specimens and delivery of test reports. In addition, Gribbles also provides phlebotomy services (home specimen service) for the convenience of busy doctors, VIP patients and the elderly.

Gribbles is currently accredited with ISO 15189 and is a National Association of Testing Authorities (NATA) compliant laboratory service. A full-time National Quality Manager manages the quality programs nationwide to ensure adherence to the high-quality standard for all laboratory sites nationwide.





# THE BRANDLAUREATE SMES CORPORATE AWARDS BestBrands in Wellness - Pharmacy



### **Begins**

Pharmacies are playing a more crucial role in today's healthcare environment by the day. As a matter of fact, they have evolved to become an indispensable channel of support - a place where consumers confidently visit to seek assistance on health matters.

Good pharmacies are those that provide multidisciplinary services to consumers; such as professional pharmacists & nutritionists, healthcare tests & screenings, well-stocked medication & health food as well as personal care solutions.

has become an established pharmacy chain as a direct result of quality service provided to the community over the years. Established more than 30 years ago and headquartered in Sentul, Kuala Lumpur, this pharmacy brand which folks have come to know and actively expanding.

#### Lasting Pharmaceutical Imprint: Vision, Mission, Tagline & Values

trusted and valued pharmacy-led, health

A Fundamental Place Where Great Health and beauty retailer and the most recognized brand in the healthcare industry.

> This is supported by its Mission of establishing long-term relationship and bond with its customers - by offering loving care and exceptional service, professional advice and innovative products that improve the quality of life in every family and the community.

Its range of services include free medication review, consultation, blood pressure check, blood glucose monitoring, total cholesterol monitoring, uric acid monitoring. Its range of products cover the spectrum of prescription medication, non-prescription medication, In this light, Health Lane Family Pharmacy vitamins, supplements, skincare, first aid and organic.

With its Tagline, Great Health Begins Here, Health Lane's main objective is to establish a strong bond and long-term relationship with its customers - treating them like family love has 61 outlets in Klang Valley and is still by providing a personalized service, caring advice, and recommending products to help them achieve great health.

Understanding the role and importance of Healthlane's Vision is to become the most a pharmacy in the community, Healthlane ensures that it fulfils its responsibility



by adhering to the brand's Values of Honesty, Integrity and Continuous Improvement – to achieve the realms of excellence and beyond – in order to provide the best service and support to its customers.

#### **Every Family's Pharmacy**

Healthlane is a popular pharmacy in the community as it has a group of qualified pharmacists and nutritionists which provides professional advice and support. After 30 over years of being in the business, the brand has built a capable pool of experienced pharmacists – in addition to recruiting innovative newcomers. The company currently has 61 licensed pharmacists and anticipates the number to grow even more in the future.

To keep up with the latest developments in pharmaceutical and healthcare sectors, pharmacists from Healthlane are sent for training and to attend seminars where they learn about the latest practices and update their knowledge. This also creates opportunities for sharing and learning among the community.

Apart from its pool of competent pharmacists, Healthlane has a team of nutritionists and dieticians that provides sound guidance to its customers on achieving a balanced nutritional diet. Healthlane believes that with the right diet plan and proper use of supplements & exercise, everyone can achieve great health.

As regularly practiced in the pharmaceutical industry, Healthlane's team of nutritionists, dieticians and sales assistants are given nutritional and product training on a monthly basis to keep them abreast with the latest findings in the field.





# THE BRANDLAUREATE SMES CORPORATE AWARDS

**BestBrands in ICT- Virtual Network Operator** 



#### A Telecommunications Pro

Based in Cyberjaya, IX Telecom provides a platform for global Internet Service Providers to sell Internet and manage services in more than 200 countries worldwide. The company provides comprehensive services service providers and enterprises.

the company designs, builds and manages complete network solutions; ensuring that **Effective Branding via 'Edu-tainment'** global customers requirements are met in the most competitive and comprehensive way possible. Ultimately, the aim is to provide simpler, more innovative and exciting communication experience to commitment. The brand's objective is to provide good service to customers so that services to their own clientele.

and resources continuously progressing to meet the needs of technological transformation in today's fast-paced lifestyle. A community centric company, the top empowering the community. The company takes great pain to ensure telecommunications company considers excellent customer experience for clients – itself a socially responsible establishment. Scaling New Heights

every single time.

Moving towards its vision of establishing a global company and having fun while doing it, IX Telecom's Mission is to be one of the top VNO and Service Providers in the world. in telecommunication and ICT services to Keeping the brand's core values close to its operational practices, the company is equally socially aware and committed to give back Positioning itself as a 'One-stop Shop' - to society as a responsible global corporate going beyond providing network sourcing - citizen, regardless of where it may operate.

Since receiving The BrandLaureate Award, IX Telecom has been putting effort in strengthening the brand by increasing brand awareness both offline and online. The company has had coverage in magazines clients - delivered with passion, quality and and newspapers on both print and online platforms. Its social media followers are This is reflected when the brand was recognized by Bank Islam and awarded updated on the latest developments in they in turn can focus on providing the best the company – in line with its objective to educate and entertain, which is also a part IX Telecom is guided by the principles of its recent branding efforts, the brand has organizations.



at the Utusan Shariah SME Awards 2017 as the winner in the Community and Social Development Category.

of the company's Corporate Culture. With Over and above this, the brand also focuses on youth development programmes, particularly sports activities. Areas such as the wellbeing constant improvement, with its staff's skills also been recognized for its efforts by other of its own employees as well as education are also given due emphasis. On the whole, IX Telecom's CSR projects mostly involve pro bono and inkind activities. These initiatives are small steps made by the brand towards

The telecommunications specialist puts extra emphasis on the wellbeing of staff by having a balanced work-life environment – in line with the company's Mission and Vision. The retention of world-class employees who are both professional and passionate about their work correlates with the opportunity to have fun - a key success of the company.

At IX Telecom, innovation never stops. The management and staff are constantly working on new solutions to save time and costs for clients while ensuring internal processes run faster and smoother.

The company has plans to transform itself – transcending into a completely data-driven entity in the coming years. This innovative move is in line with IX Telecom's plan to strengthen and solidify its position internationally, especially across Southeast Asia.







# THE BRANDLAUREATE SMES CORPORATE AWARDS

BestBrands in Manufacturing - Personal Care, Household and **Industrial Solutions** 



#### Clean Business, Literally

Ken-Rich Chemical Production Sdn. Bhd. is an established manufacturer of personal care, household detergents, car care and industrial cleaning products. Established for over three decades, it has grown to become one of the largest OEM (original equipment manufacturer) manufacturer in the country.

The brand possesses the expertise and wealth of experience to produce and package goods develop and provide formulations for various and Jensis Le Syden™ Rich Professional for ranges of products.

Ken-Rich's Vision is to build a wide range of products and provide consumers with business, Ken-Rich has developed a strong affordable solutions to safe products. It R&D team where its members are experts strives to achieve this by providing effective in their respective fields. Its qualified products which are non-detrimental to researchers and production team work human health and the environment.

in What We Do is supported by its Core Testing Facility – runs continuous checks to Values of Integrity, Quality and Corporate ensure that all quality standards are met. Responsibility.

As a responsible corporate citizen, Ken-Rich practices high standards of discipline and

formulations of its diverse clientele.

Moreover, delivering on its Brand Promise is of the utmost importance to Ken-Rich and it constantly challenges itself to meet quality standards and delivery schedules.

#### R&D & Innovation Driver: Steady Product Range Expansion

Ken-Rich's wide range of brands include Skin Cottage for Professional Personal Care, Professional Industrial Cleaning Products.

With over 30 years of expertise in the relentlessly towards constant product improvements and innovation. Its in-house Ken-Rich's Tagline of Love is Never Missing laboratory – which includes a Microbiology

With its focus on excellent quality and high standard operating procedures, Ken-Rich has received numerous certification of excellence confidentiality to meet customized product such as the ISO 9001: 2008, ISO 22716: 2007 needs according to the specifications and for Good Manufacturing Practices, ISO 14001:



2004 for Environmental Management System and GMP Facility Certified by the Malaysian Ministry of Health, plus Halal Certification.

Apart from its forte which is R&D, innovation is a key factor in the success of Ken-Rich. The company has introduced plant-derivatives in its Personal Care range of Baby Bath, Baby Shampoo & Lotion and others.

Over and above that, the brand also partners with organizations which are highly skilled in certain aspects of business to expedite mutual growth and profitability.

#### Standing out from the Rest by Value Adding

Ken-Rich continues to value-add by assisting clients to develop not only the product but provides unique packaging and designs – all which are done in-house.

The sustainability of Ken Rich is attributed to its strong leadership led by Group Chief Executive Officer, Hooi Lai Lin. The staff are inculcated with the right spirit of delivering work excellence to achieve the level of quality that customers demand.

Over the years, the brand has won the trust of its customers and the business has expanded by leaps and bounds. Today, it can boast of having large multinational retail stores and conglomerates, both local and abroad, as part of its esteemed list of clients.

It is only natural that Ken-Rich has won numerous awards over the years - even with its CEO receiving the acclaimed 2011 Prime Minister's Woman Entrepreneur of the Year Award.





# THE BRANDLAUREATE SMES CORPORATE AWARDS BestBrands in Direct Selling - Anti- Aging / Wellness Solutions



#### **Holistic Regenerative Solutions**

Nutric is the No.1 brand for anti-aging solutions. The brand's journey began in 2001, when four young individuals stumbled upon a new business model and immediately recognized the immense growth potential of regenerative healthcare solutions. Armed with distinct skills and expertise and fuelled by their passion to develop effective and leading-edge solutions, the quartet of In line with Nutric's Corporate Responsibility, Founders established Nutric and launched its first anti-aging product, BIOSPRAY, in 2002.

The success of BIOSPRAY which aids in the rejuvenation of health and beauty enabled Nutric to expand its footprints in Indonesia and Singapore in the same year.

States of America and is Nutric's flagship product and remains its best selling item.

million mark in 2015. In fact with an average growth of 15 per cent annually, Nutric

continues to expand its product range to cater to a target market of a wider array. It currently has offices in the Philippines, Thailand, Bangladesh and China. With its electronic distribution channel system in placed in the ASEAN region, the brand has been able to reach a far wider market than the conventional channel system.

all its range of products are Halal certified and environmentally friendly.

#### Enhancing the Quality of Life

Nutric's Mission is to uplift the lives of consumers, thereby adding more meaning to their years, by providing new solutions and advancing current solutions to enable them BIOSPRAY, manufactured locally, is to have a healthier and better quality of life. developed with technology from the United It also aims to extend their longevity and make them look and feel better.

Working with some of the most innovative Nutric's presence and leadership in technologies in healthcare, the group has regenerative healthcare through its direct- developed three specific lines which are selling channel saw the group hit the RM100 REVOLUTIC, VITANETIC® PHYTO Complex and SKINETIQUE®.



The REVOLUTIC range consists of Nutric's best sellers - BIOSPRAY® and BIOSPRAY® Plus Colostrum Liquid - which are nutritional supplements for cell defence and regeneration.

The VITANETIC® Phyto Complex is specially formulated to protect the body against free radicals. It is power-packed with antioxidants derived from plant-based extracts to boost the immune system. VITANETIC® Green Mix is a combination of multigrain, fruits and vegetable mixtures which act as natural cleanser for one's digestive system.

SKINETIQUE® is a natural solution for skin regeneration and to help delay signs of anti-aging by restoring soft and smooth skin, replenishing skin suppleness, reducing appearance of saggy skin and wrinkles and restoring firm and youthful skin and tone.

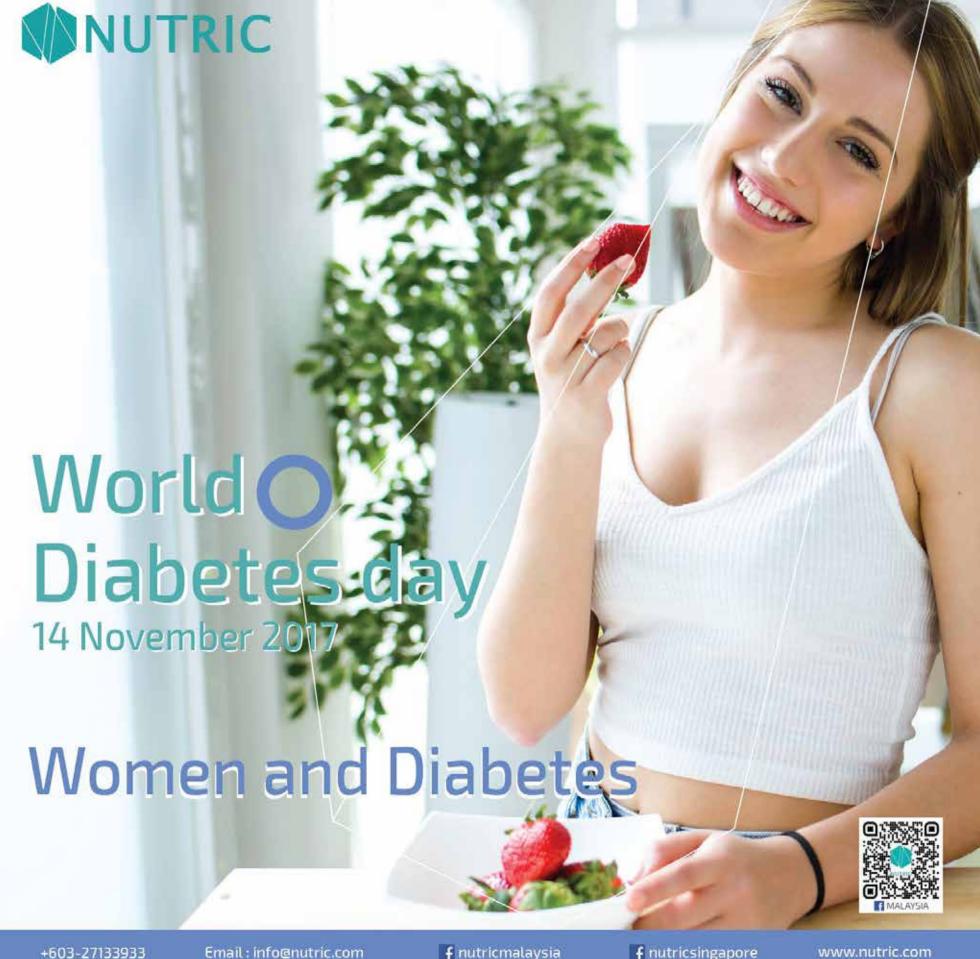
Nutric's differentiation lies in its products which target regeneration, as opposed to purely recovery, nourishment or enhancement. Its regenerative approach seeks to solve the root of the problem and is effectively a longterm strategy in ensuring one's good health.

#### **Expectant of a Rosy Future**

The regenerative healthcare market offers much potential as it has been reported by Zion Marketing Research that the anti-global ageing market is expected to reach USD216.5 billion by 2021 with a compounded growth rate of 7.5 per cent.

Ergo, Nutric's journey continues to be healthy (pun intended) as market demand for regenerative solutions continue to rise.





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f nutricsingapore

# THE BRANDLAUREATE SMES CORPORATE AWARDS BestBrands in Green Advocacy



#### Germinating into a Household Name

Polyseed was established in 2003 with a years. Vision to become the largest food packaging raw material supplier in Malaysia. The company started as a small entity and over the years has sprung into a household name for green products and a champion in green

Ho, who is the key driver of the brand. Technology. Having facilitated the need for JKT's supply and customizable raw material in 2006, Polyseed purchased the largest film-cutting machine in Malaysia and within three years, grew to become the nation's largest slitting manufacturer and stockist in Malaysia.

With the need to expand its operational capacity and space, Polyseed then purchased three acres of land in Pulau Meranti in Puchong and designed to build 10 link factories and allow access to part of it to its plastic technology without affecting its two regular customers.

RM80 million over 10 years and it anticipates

to touch RM100 million within the next two

#### Constructing a Better Future **Deconstructing Plastic**

Having established the brand in the industry, Polyseed then decided to tackle the problem of plastic waste as 50 per cent of it comes from food packaging. Under the leadership of Ho, The timeline of Polyseed reflects the Polyseed transformed from a manufacturing commitment and perseverance of its company into a social enterprise - with Founder and Chief Executive Officer, Leonard a special focus on championing Green

> The company started to stock nonenvironmentally friendly plastic products and launched its Green Vision of Nurture Nature and its Mission is to tackle the solid waste problem and turn all non-environmentally friendly plastics to degradable ones.

Polyseed is believed to be the world's only closely integrated business unit which provides a true solution towards green selling price. With its strong R&D team and by working in collaboration with social Starting with sales of RM400,000 during the entrepreneur, Sugianto Tan of Indonesia, early days, the company's revenue grew to Polyseed adopted two types of technology to convert conventional plastic into degradable



plastic – additive-based oxo-biodegradable technology modifies plastic molecule structures to break down faster while Biocomposting technology is derived from food sources such as corn and tapioca.

Conventional plastic takes between 600 and 1000 years to decompose, while Polyseed's green biodegradation process is between two to five years (including shelf life, recycling duration and degrading time).

#### Spreading the Positive Change

Currently, Polyseed works with manufacturers to produce degradable shopping bags for chain stores, mini markets and retail organizations and promotes its green products to chain stores and mini markets such as KK Super Mart, Hero Supermarket and MR D.I.Y. It is also working with manufacturers to produce degradable shopping bags for large organizations such as MPH Bookstores, Tesco and Courts, and converting muffin bags and mineral water bottles from myNEWS.com.

Polyseed's green technology has received certification from green agencies such as GEN (Global Ecolabelling Network), MyHijau Malaysia (Malaysia's Official Green Recognition Scheme), Singapore Green Label (Singapore Green Labelling Scheme), Eco Label Indonesia and others.

Since its inception, Polyseed has diversified into multiple industries and wants to create an impact in each field. With its collective effort, Polyseed's social and environmental impact has generated positive change that will have a far-reaching effect on our future generations.





## THE BRANDLAUREATE SMES CORPORATE AWARDS **BestBrands in ICT- Virtual Network Operator**



#### The Cyber Security Expert

Cyber security start up e-Cop, established in 2000, is Singapore's leading cyber-security services provider and a business unit of Singapore's leading security organization, Certis CISCO. Now known as Quann, the company continues to evolve, but retains an inimitable quality that has not changed since the very beginning of its operations – it With 15 years of experience in the market, is always ahead of its time.

the fastest growing security companies in leading security organization. the region. Headquartered in Singapore, the pacesetting brand in cyber-security also has branch offices in Malaysia, Hong Kong, Thailand and India.

Consultants, Researchers and Forensic being prepared for cyber-security attacks. Investigators who are dedicated to Understanding that technology alone is supporting clients, Quann has more than 300 security professionals assisting its clientele security personnel are going back to the throughout Asia and beyond. The strength and focus of company does not just revolve round technology, but also on advancing the skills and expertise of its staff.

With the aim to understand clients' needs, the cyber-security experts at Quann work in partnership when finding solutions to cybersecurity problems. Its services also includes designing, validating and managing security solutions; as well as providing consulting, incident response and forensic services.

Quann has provided security solutions to different organizations. The company's Today Quann has developed into one of many achievements include having the most Asia's pioneer Managed Security Services number of certified Security Operations Providers. Offering a full-suite of services Centres around the Asia Pacific, managing for all cyber-security services including the Singapore Government Cyber-Watch prevention, detection and quick response Centre since 2007 and being a part of the to cyber attacks, Quann is in fact one of business unit of Certis CISCO, Singapore's

#### Orbiting the Far Reaches of Technology

Despite becoming more technology centric, a Quann-commissioned survey revealed that more than 90 per cent of the enterprises are Comprised of a team of Security Analysts, only in the early stages when it comes to not enough to combat such problems, its core - acquiring and developing their skills, instincts and experience.

> There is a need for advanced security technology to be complemented by skilled



professionals in the entire cyber-security spectrum - which includes auditing and the assessing of threats & vulnerabilities, designing security architecture, maintaining visibility - both in the IT infrastructure and when responding to attacks and breaches. Quann describes this as the 'Art of being Cyber Secure'.

The company partners with the best-of-breed providers of cyber-security technologies to ensure that clients' needs are met using next-gen technology; with effectiveness and creativity to analyse, identify and remedy cyber threats. Quann's branding spotlights the company as a pioneer in Security Incident and Event Management – providing real-time alerts to both known and unknown threats.

#### Vigilant & Ever Ready for the Challenges Ahead

Quann has numerous patented innovative technologies to its name, such as Security Event Management, Threat Intelligence Management Platform, Advanced Analytics Tools and many more. Its next-generation intelligencedriven Security Operations Centres process billions of security events in a year, plu is concurrently updated on the latest attacks, trends and patterns that occur.

Among the latest achievements of the company is becoming a Google Cloud Platform Services Partner - an attainment which will see the company provide comprehensive cyber-security services ranging from security architecture assessments & data penetration to testing & incident response management. The two partners will also collaborate on cyber-security threat analytics. Moving forward, Quann will remain on guard, ever prepared and continually proactive, drawing from its extensive experience in cybersecurity and risk management. Taking its own insights concerning tactics, techniques and procedures into account, the company is all set to take on any cyber-security challenge its clients may encounter.







## THE BRANDLAUREATE SMES CORPORATE AWARDS

BestBrands in Manufacturing -**Equipment Assembly and Contract Manufacturing** 



#### **Footprints Originating from a Single Step**

RC Precision Engineering Sdn. Bhd. (RC) had its humble beginnings in 1993. The company functioned as a Machine Parts Fabricator and Equipment Service Provider for local companies in Penang, Malaysia.

True to the proverb, 'Every journey starts RC is an ISO 9001 & ISO 13485 certified Transfer/Commissioning & Set up, Design Customization, and Supply of Technical Representatives and Maintenance Services.

RC's Mission is to provide quality driven engineering solutions to OEM machine manufacturers worldwide with Value Pricing and On Time Delivery. It emphasizes strongly on the concept of Service Excellence forming creating a long-lasting and trustworthy relationship with all its valued customers.

from multifarious fields - including the Semiconductor, Food Packaging, Automation, Automotive and Medical industries. The brand continues to look for new industries as part of its Mission to expand the brand's

with a single step', RC has progressed to company and obtained its Manufacturing serve companies worldwide over the last two License from Malaysia Investment decades – using its technological prowess in Development Authority (MIDA) in 2013. The Contract Manufacturing in OEM Equipment, company currently consists of more than Equipment Assembly & Integration, Machine 210 experienced and highly trained staff Part Fabrication, Mechanical Assembly and is extremely specialized in handling & Box-building Services, Product Line various technical requirements for its local and international patrons. Being situated & Development, Automation & Product strategically in a Free Industrial Zone (FIZ), all export-oriented products for customers are tax-exempted and coupled with costeffective logistics management.

#### Securing Leadership Position

Over the decades, RC has established its leadership in the OEM industry. Its manufacturing facilities are equipped to the organization's foundation besides cater customers' specific manufacturing requirements. With its well-trained professional technical team, company brings great insight to contract



jobs in precision mechanical assembles, heavy duty mechanical structures, pneumatic control systems, precise wiring control panels/system and software capability. Over and above this, RC also offers clear perceptions and advice to guide its customers to achieve stability and have a long-running production line.

With its investment in state-of-the-art quality inspection tools and equipment and technical experience and knowledge, RC is able to control the quality of the products and meet international guidelines. RC's portfolio of clients includes large local corporations and multinational companies.

RC serves a wide variety of clientele manufacturing work – including executing

The success of RC in the OEM industry hinges not only on providing quality services but also for protecting the intellectual property rights of its clients. In this respect, the brand has gained the trust and confidence of its customers and fulfilled on its Brand Promise of being a reliable, trustworthy and strategic partner.

#### **Quality Management**

RC has been certified with ISO 9001:2008 since 2009 and with ISO 13485:2003, Medical Device Quality Management System, in August 2015, by KGS Certification Sdn. Bhd., an Accredited Certification Body by Standards Malaysia.

As an ISO 9001 and ISO 13485 certified company, RC has firsthand experience on just how beneficial the certification can be in keeping both its customers and itself on track in achieving business success within the industry.











#### Transforming Lives through Edification

R•E•A•L is one of the leading education Pre-School group in Malaysia for the past 30 years. ReEAL's journey in the education sector A member of the Paramount Education Group, 'R•E•A•L', which stands for 'Results programmes that cater to different learning

established brands with over 18,000 students along with a dedicated workforce of teachers extracurricular activities. and staff.

is now one of the largest owner-operated preschools in Malaysia with over 30 centres, six private and international schools located across three campuses and a chain of nearly 60 English language centres.

Kids, R•E•A•L Schools, and Cambridge English For Life brands respectively.

#### **Integrated Education Provider**

started in 1986 when its first kindergarten was established. Then known as CEC or Child Enhancing through Active Learning', provides Enrichment Centre, it is the country's largest a complete range of quality and integrated owner-operated kindergarten chain with

secondary school syllabi, along with various It is currently operating under the R•E•A•L unique experiences. It offers a wide range of extracurricular activities and enrichment programmes to ensure that R•E•A•L students not only excel academically, but also attain



an all-embracing form of sound education. This includes foreign student exchange programmes, leadership camps, LEGO & Robotics, Fashion Design and Speech & Drama, to name but a few. R.E.A.L's teachers and staff work together to provide the expertise and support needed for its students'

#### <u>International School</u>

R•E•A•L International School delivers British education based on the UK national curriculum from Primary to Secondary levels. It offers worldrenowned programmes by the Cambridge International Examination (CIE) which is taken in over 160 countries worldwide and provides broad and flexible fields of study, covering a wide range of subjects designed to equip students with varying levels of ability.

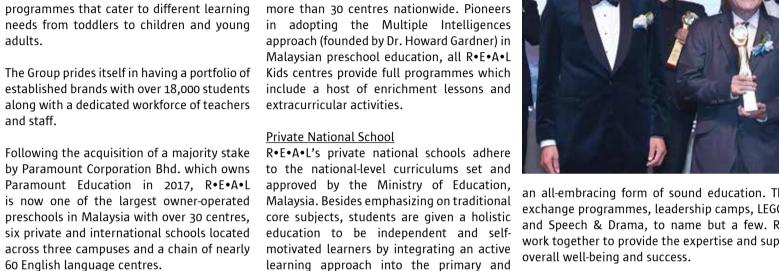
#### Enrichment Centres

Cambridge English For Life (CEFL) is the leading provider of accredited, readyto-launch English Language, Mathematics and Early Childhood Development Programmes for children and adults of all ages, including corporate clients. With over 60 centres in most parts of Malaysia, its main uniqueness is to apply a communicative approach to language learning for learners who wish to develop their language skills at their own pace, in contexts that make language learning stimulating and fulfilling.

#### Impacting the Community at its Core

The depth and breadth of services offered enables R•E•A•L to engage across all key transformative development stages of an individual.

R•E•A•L's educational philosophy aims to transform lives in every community by embarking students on the 'R•E•A•L Learning Journey' which nurtures confident, committed, and competent lifelong learners.















#### Oral Care with a Brilliant Smile

Siok Tuan and Dr. Tiew Soon Tat, ST Tiew Dental Clinic has become one of the largest dental groups in Malaysia with 36 clinics and attained its very own dental laboratory (Nationwide Dental Services), expanded its dental supply counterpart (One Dental Supply Sdn. Bhd.) and ventured into higher – Orthodontic Treatment (clear braces, fixed level of service provision (White Dental ceramic braces, fixed metal braces) Cosmetic Centre).

customers with the absolute highest level of professional and affordable dental care and is guided by its Philosophy of Save Teeth, Safe Treatment, Serve the Public and Make Guard/Bite Splint, caries detection, sealants) You Smile.

In line with its commitment to provide the best dental services, it hires highly skilled associates, trained dental staff and invest in modern technologies. With the use of latest which include:

- Oral implantology (replacement of missing teeth with artificial tooth roots)
- Endodontic Treatment (root canals)

- General Dentistry and Oral Surgery (oral Established in 1987 by Dr. Rebecca Tiew exam, sealants, fluoride, teeth cleaning)

- Treatment of Obstructive Sleep Apnea (OSA)

- Cosmetic Dentistry (composite fillings, veneers, teeth whitening, smile analysis)
- Periodontic Treatment/Gum Treatment The brand's Mission is to provide its (laser assisted periodontal therapy, root planing, scaling and polishing)
  - Preventive Dentistry (Bruxism Tray/Night - Restorative Dentistry (fillings, inlay/onlay, crowns, bridges)

#### Care & Focus on Safety & Quality

Stepping into any of ST Tiew's clinics, one is put at ease by the warm welcome given by technologies like laser dentistry, ST Tiew's its staff and assured of the best treatment dentists perform a wide range of treatments, by its panel of dentists. All dentists in the group are highly skilled and experienced and attend countless hours of progressive and up-to-date training on the latest techniques in oral treatment and services.

> Where oral treatment is concerned, top-of-the line tools and equipment like laser machine, Solutions.



digital extra & intra-oral imaging and digital oral camera are available to provide the best patient care. Furthermore sterilization and infection control are important to ensure patient safety and the brand uses the OCC Switzerland highest quality cleaning and disinfection product that complies with Swiss, European and International Infection Controls. Additionally, it uses sterilization autoclave and UV Cabinet Disinfection Sterilizers as part of its cleaning process.

All these efforts have led ST Tiew Dental Group to receive several awards and accolades such as the 2016 Malaysia Dental Company of the Year by Frost and Sullivan, a 4 Star rating by the SME Competitiveness Rating for Enhancement Programme (SCORE) and The BrandLaureate SMEs Best Brands Awards for Corporate Branding in Wellness – Oral Care Services and

#### Visionary Behind the Brand

Dr. Rebecca Tiew Siok Tuan is the Founder of ST Tiew Dental Group. She obtained her Bachelor in Dental Surgery from the University of Malaya in 1987 and upon graduation ventured into private practice – hence the first Klinik Pergigian Tiew was then established.

Besides being a Dentist, Dr. Tiew is a Naturopathic Physician (ANMCB, USA) and has an Advanced Diploma in Clinical Acupuncture & Chinese Medicine and Diploma in Senior Nutritionist (Chengdu University of TCM, China).

She is also the Vice President of Natural Health Naturopathic Academy. She is currently the Marketing Director & Senior Health Consultant in Natural Health Farm (NHF). In 2012, she attained the Certificate in Acupuncture & Clinical Specialization-Oncology (Guangzhou University of TCM, China) and is one of the Chief Physicians in the Natural Health Naturopathic Centre.









#### **Redefining Space with Dimensional Stones**

emerged when he realized there was a need country. A subsidiary of Jalex Sdn. Bhd. an encompasses a full spectrum of services ranging from manufacturing, fabrication & installation to trading & export.

Operating with qualities of Integrity, Professionalism and Strength in mind, Stone gallery consists of new technology Empire Marketing is a specialist contractor that that supplies and installs of various types modern terrazzo & futuristic sintered stone. of work utilizing marble, granite & limestone for buildings, floors, walls, staircases & **Branding via the Visage of Quality** furniture.

team who has the passion and expertise to From producing drawings with production in projects around the Klang Valley. cut-lists for intricate floor patterns, columns and more, the team has successfully completed notable projects in the country Regency Hotel, Kuala Lumpur.

The factory, located in the industrialized sourced from Europe and the Middle East.

town of Rawang, is undoubtedly reminiscent Founded by Alex Chan in 1994, Stone Empire of an 'art gallery' of sorts. Featuring a variety of stones, the idea was inspired by for professional stone contractors in the the Founder himself. Armed with a passion for dimensional stones and a penchant interior construction specialist, Stone Empire for design, he combined exotic French has had tremendous growth over the years. limestone, eclectic art pieces and a utilitarian Being one of the largest stone companies presentation of numerous materials to turn in Malaysia, the portfolio of the brand the Stone Empire Gallery into an experiential masterpiece of art.

> The main gallery focuses on traditional stones such as white marble, beige limestone & decadent onyx pieces; while the supporting impregnable quartz pieces, innovative

The success of Stone Empire can be inferred from how it exudes control over some of the In essence, the company is supported by a best Omani beige materials which are known to suit a wide range of development styles -

With its link to sister company, Stone Link, producer of slabs and tiles from raw blocks, - such as Citibank, Suria KLCC and Dorsett the business is able to provide customers with better pricing and higher quality materials; interestingly, many of which are



The professional stone contractor brand controls the upstream together with the largest in-house dry-lay area in Malaysia – enabling it to ensure better quality and consistency compared to competitors. The brand's connections in China as well as its continuous experimentation with novel materials fulfil the interior design dreams of clients. a solid number of which can be appreciated

> When it comes to building the brand, Stone Empire focuses on quality of workmanship and delivery to showcase their brand. The Execution Team, comprised of CAD Drafters, Project Administrators, Managers and Technical Personnel, ensure that the finer details of marble installations are taken

> Thanks to the years of experience under its hat, the brand is able to install any challenging or large-format installations, duly representing its Unique Selling Point - Trendsetting Products and Industry Leading Quality.

#### Appreciating a 4-Dimensional Future

As part of its expansion plan, Stone Empire will be embarking on the Third Phase of its showroom, with the aim to create another new experience.

Essentially featuring external cladding materials, Consentino's DEKTON and innovative modular Kitchen and Wardrobe systems, the Third Phase is about 'Revolutionizing and changing the old perspectives with new technology, quality and freedom'.

The company invites unorthodox developers who are looking to gain an edge over its competitors' mundane ceramic tiles, designers on the hunt for pure inspiration and anyone who loves good design to experience firsthand why Stone Empire is the Best Brand In Dimensional Stone.









#### Patching Heath back for Four Decades

Teong Huat Medical Sdn. Bhd. was founded in 1978 by the Chen Family in Penang. Since its establishment, the company has been focusing on the distribution of its own brand of products for healthcare, both OTC (over the counter) and via traditional market.

with global brand, 3M), its Neobun range of medicated plasters and the Topplast range of modern consumers of today. consumer products.

Teong Huat's own brand of medicated at Penang Science Park to manufacture plaster, Neobun, was awarded the Super traditional and OTC medicated plasters. Excellent brand in 2014.

Over and above that, Teong Huat is also clinics in both the public and private sectors the sole distributor of 'Thailand's No. 1 . The initial investment for the GMP factory Medicated Oil Brand', Siangpure, and 'China's No. 1 Medicated Lozenge Brand', and the manufacturer will collaborate with Golden Throat.

#### **Stuck on Target: Foremost Groundbreaking** (USM) on the projects. Medicated Plaster Manufacturer

plaster manufacturer.

The company intends to attain its Vision by harnessing the nation's rich flora and fauna which contain healing properties found in traditional and herbal medicines. By extracting the effective ingredients from such sources through its Research and Teong Huat's top-selling range of products Development Team; coupled with the new are its Topplast range of first-aid plasters technology for producing medicated plasters, (which is manufactured under contract it is able to meet the basic requirements of providing the convenient plasters for the

Teong Huat is currently moving upstream to The business has been so impactful that build a GMP pharmaceutical factory located Also, the factory is expected to produce pharmaceutical patches for hospitals and and machinery will cost around RM25 million local universities like Universiti Kebangsaan Malaysia (UKM) and Universiti Sains Malaysia

Teong Huat's Vision is to become Malaysia's To ensure the success of the GMP one and only and most innovative medicated pharmaceutical plant, Teong Huat is being



assisted by the Malaysian Investment Development Authority (MIDA), Malaysian Technology Development Corporation (MTDC), Biotech Malaysia, Halal Development Corporation Malaysia and SME Corporation.

#### **Neobun: Popular Medicated Plaster Brand**

Since its introduction, Neobun has been steadily gaining popularity amongst users of medicated plasters. Made from Capsaicin, the primary compound found in hot peppers (which has been clinically proven to reduce the sensation of pain), Neobun's medicated plasters also act as a 'warming agent' that helps to stimulate better blood circulation. This, in turn, provides relief against stiffness and aches.

Teong Huat's range of products is available at leading pharmacies in Malaysia as well as at traditional medicine outlets.

To create further Brand Awareness concerning its products, the company actively participates in trade shows and exhibitions, both local and international. Sponsorship of its house brands and other products have enabled the business to extend its reach as well as provide the opportunity for the public to try its products - with many returning to purchase them.

With more and more consumers now being more health conscious and aware of the dangers of consuming too much medication, Teong Huat's medical plasters provide a good alternative form of treatment as its products are limited to topical usage.



# No.1 in Malaysia

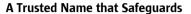












Tokai Engineering was founded in 1993 with the singular Vision – to be the leading solution provider in the field of lightning and surge protection.

Founded by Dato' Ir. Jimmy Lim, Tokai started as a two-man operation offering specialized service and consultation in the earthing, lightning and surge-protection industry.

Tokai's Mission is to be the premiere specialist in the field of lightning, surge protection and security solutions on the international front.

Since its inception, Tokai has grown from strength to strength - winning numerous projects that has graced the skyline of the nation. This is made possible through its unwavering focus to provide quality consultation with total integrated safety solutions that save lives, assets and businesses.

KLCC Twin Towers, KL Tower, Sepang F1 nation's economy. Circuit, Bukit Jalil Sports Complex, Alor Setar

Telecommunications Tower and many more.

Tokai also provides its quality service to the oil & gas, telecommunications, banking and transportation industries. Tokai is equally proud to have established clientele which comprise of household names such Philips, Celcom, Digi, Intel, Maybank and a number of petrol stations across the nation.

Tokai's success is accredited to its security protection solutions which are of international standards and backed by ISO accreditation.

#### Comprehensive Protection

Tokai offers a complete range of customized solutions that advances safety and protect critical assets of the nation. These include:

NISSAM - National Integrated Safety. Security and Management for Malaysia's Economic Critical Infrastructure. This is a national-level security solution system that Today, its ever-expanding list of projects safeguards Malaysia's eight key economic include the Prime Minister's Office & infrastructures from the threat of domestic Department in Putrajaya, Mass Rapid Transit and foreign terrorist attacks that may (MRT), various developments in Cyberjaya, otherwise cripple and compromise the



- Security Engineering Solutions these frontline solutions includes Anti-Terrorist High Security Bollards, Perimeter Intrusion Detection System (PIDS), Visitor Management System, High Security Card Access and
- Electronic Surge Protection (ESP)- A range of highly customized and quality protectors to protect the critical and vital electronic systems. Tokai's ESP solutions creates a safe haven against transient over-voltages that can otherwise create massive loss, damage and downtime.
- Earthing & Lightning Protection (E&LP) Tokai's E&LP Solutions provides structural protection and complete solution for buildings, residential and commercial buildings as well as transportation hubs.
- Exothermic Welding Solutions The Tokai Weld permanent connection process has been engineered to be an easy and efficient welding system. No outside power, bulky gas tanks or other equipment associated with welding are required with the Tokai Weld system.
- Stray Current Control & Monitoring System Tokai's solutions also includes management of stray currents to minimize corrosion caused by stray currents.

#### Powered by a Successful Business Model: Impacting Landmarks & beyond

Tokai attributes its success to its business model which serves strong market segments with high potential of growth.

This is complemented by a pipeline of growth initiatives which include product development and introductions, market expansion and acquisitions that provide steady stream of growth opportunities for the organization.

Not forgetting, the Tokai Allstars – its group of dedicated staff – form the backbone of the brand and has contributed significantly to the success of the business through the years.





## **FACT SHEET**

## **Tokai Bipolar Air Terminal (T-BAT)**

Revolutionary, cutting edge technology to prevent the occurrence of lightning strikes









#### Maestro Brand in Oil & Gas

Founded in 2004, Upstream Downstream Process & Services Sdn. Bhd. (UDPS) has earned the reputation of being an integrated and reliable company that specializes in Petroleum Product Production and Engineering services in the Oil & Gas sector.

UDPS's primary business operations include providing industrial & chemical supplies and related services, engineering services as well as training and consultation to clients.

Providing comprehensive services to clients – from project consultation to completion, all across the country and the ASEAN region. work is done in-house, enabling the company to provide competitive pricing. UPDS offers services such as integrated engineering solutions, vast marine & oil field operational experience, training & consultation capabilities in various areas, including Waste Management Services, Integrated Water Injection Services, Engineering Procurement Construction & Commissioning (EPCC), and

Using state-of-the art equipment, after 13 social development. years of operations, UDPS is now equipped for competitive solutions.



As an exemplar Malaysian company which meets even the high standards of the World Standard Integrated Services, UDPS's quality and specialized services have put it in a strategic position to expand operations

### Inimitable Qualities of an Exceptional

Armed with the Vision to be the leading Speciality Integrated Engineering and Services Solution Provider in the region, UDPS continues its Mission to provide clients with cost-effective, safe and professionally engineered solutions - simultaneously taking into account any impact on the environment and holding fast to its commitment towards

with comprehensive corporate governance For UDPS, sustainability is key in business operations and opportunity. No longer a



compliance requirement, the company believes and goes all out to ensure it builds a high level of trust among consumers. It goes without saying that branding is not only essential but an integral feature of USPS. Having expressed that, the Oil & Gas expert strongly believes in enhancing its reputation even further in the marketplace. This is given practical skin by according potential customers with essential knowledge and due awareness that will enable them to make USPS the preferred brand as opposed to other competitors.

Understanding that reputation is influenced by branding, the company adopts a proactive approach towards entrenching the brand, in addition to raising the probability of earning; all the while maintaining a spotless eminence in the industry.

#### A 'Glocal' Outlook: Local Company, Global Aspirations

Across the globe, e-commerce or online shopping is becoming more and more popular by the day as individuals and companies continue to look for convenient alternative purchasing methods to make their lives easier and transactions smoother. Realizing the potential of e-commerce, UDPS is currently in the process of developing its own shopping website for its Oil & Gas clients – one which would include the host of products and services provided by the brand.

With the aim of providing constant innovation, UDPS believes is providing new features, improved services, diverse product lines and inventive ideas to engage clients – be it for projects, contracts or long-term arrangements. When it comes to the future, UDPS is aiming to go global. The brand has plans to provide backstage activities relating to technology, production & organization while ensuring product features, communications, distributions & selling techniques are localized. Keeping this business philosophy ever close to its operations, UDPS is indubitably on its way to unimaginable















BestBrands in Fashion – Footwear



#### Virtually Four Decades of Fantabulous Footwear

as the brainchild of Jooi Brothers Sdn. Bhd. Located on a sprawling seven-acre industrial site in Penang, Malaysia, the footwear priced. manufacturer produces as many as 20,000 pairs of Asadi sandals daily.

Ethyl Vinyl Acetate (EVA) injection mould ensure comfort, durability, style and at the same time meet the different footwear needs of its stakeholders.

shoemaking specialist continues to define from classics such as Asadi Basic and Asadi Active to eco-friendly health sandals, school collection!

#### 'Footabulous' - Believe, Build & Brand

Since 1980, Asadi has captured certainly the attention and loyalty of many by making the kind of footwear that people find comfortable wearing. The house designs footwear that is

'young & stylish' - which not only captures the buyers' imagination, but also delivers The Asadi brand was established in 1980 a 'feel good' emotion. Asadi footwear is infused with state-of-the-art technology and a contemporary outlook, but is still affordably

Maintaining a strong Brand Identity has been key to the Asadi business. The company It is also the pioneer company to utilize believes that this is a long-term investment that will continue to cash in on itself as technology in its footwear production to the brand grows and expands its business entity. The aforementioned concept has definitely worked in Asadi's favour - as the shoe expert has managed to not only gain a steady stream of customers but also attain For almost 40 years, Asadi has continuously the trust and loyalty of its clientele by using raised the bar to produce above-and-beyond the right branding tools over the years. This, shoes which meet market demand. This in return, has led Asadi to generate higher sales volume and help it reach out to new Asadi astutely leverages on other marketing and branding platforms to and international markets.

> brand, its loyal customers also connect environment. emotively. This not only translates to positive generational-continuation buvers.



footwear with its wide range of products - market segments - in both in the domestic engage with its existing customers and the new generation, namely the Asadi website, Facebook, billboard advertising, road shows, and the latest avenue being its collaboration with the popular e-commerce platform shoes, Ultralite sandals, children shoes Asadi is perhaps one of the very few Lazada - to meet the demands and convenience of online consumers. From and its latest sensation – the stylish Flipper companies that can proudly boast of being time to time, this shoe house also runs engagement and feedback activities a generation-based retail business. Besides to garner feedback and improvise and carve out new techniques to meet sharing the same values and beliefs of the its customers' needs and remain relevant in this competitive business

> word of mouth but also a strong group of All of this is made conceivable because of the dedicated and diligent workforce at Asadi. The team gives utmost importance to its research and development studies to ensure the company triumphantly delivers on its Brand Promise. All in all, the Asadi Brand will continue to persevere and take the bull by its horns in order to (quite literally) fortify its strong foothold and further consolidate its position in selected market segments in both the local and global markets.

#### Putting the Best Foot forward

Gearing ahead, Asadi will give emphasis to improvisation and elevation of its product line - always bearing its core attributes in mind.

The company and its stakeholders will likewise look into changing the current culture of the business, which is 'product-driven', to become more 'intelligence-driven'.

In addition, Asadi will look into employing more sophisticated models to measure Brand Equity, drivers of Brand Equity and value – besides making the necessary investments as well as employing techniques to measure the return on investment (ROI).







BestBrands in Education – Vocational Training



#### Developing Skills, Vocational Style

Founded by Ir. Haji Nik Mohd. Amin Nik Taib high performing Bumiputera institutions Ministry of Resources since 2002.

As one of the companies under Prime Minister's Department's Unit Peneraju An Illuminating Platform on the Path to Agenda Bumiputera, Astonians International **Entrepreneurship** College has successfully educated over For 1000 trainees from across Malaysia. The International College, their focus is to International College provides long-term provide training opportunities to students and short-term courses for workers and who are interested to pursue their studies students interested in vocational fields in the in the areas of Engineering, Business & automotive, dressmaking and mechanical Finance, Information Technology and engineering.

undoubtedly a centre of opportunities - to their schedules. giving students the skills, confidence and qualifications to become entrepreneurs. The vocational college's branding revolves. The institution was awarded a 5-Star rating by JPK for its Automotive, chosen careers through good facilities and This is achieved by providing students with College in June 2015. curriculum. To join the college, students good infrastructure and training so that they STPM, SPM or PMR, and are interested to real life after joining the workforce. pursue the courses offered.



The Certified Training Centre's mission in February 1997, Astonians International is to develop human capital among the College of Skills & Technology is one of the youth with the aim of combating social problems, improving the economy and in the country. Located at Kubang Keriang, developing credible, confident and skilled Kota Bahru, Kelantan, it is one of the Skills youth. The institution's Vision is to become Training Providers licensed under the a global vocational university college that provides comprehensive vocational and entrepreneurship training.

the Management of Astonians



Communications. The choice of short and Consistently looking for better measures to give their students an edge, the long term courses available enable learners school encourages and promotes entrepreneurship programmes for graduate Astonians International College is to conveniently tailor their courses according trainees - including those offered by Perbadanan Usahawan Nasional Berhad (PUNB), Majlis Amanah Rakyat (MARA) and other organizations.

in their own right. The college ensures around enabling students to expand their Tailoring and Mechanical Draughtsmanship programmes in 2015. This their students receive training in their skills and talent into becoming entrepreneurs. development made it possible for them to be recognized as an International

must be 16 and above, have passed their will be able to fully utilize their experience in Realizing the importance of competency in English, the Astonians International College's Oxford Language Centre helps students improve their language skills. With its accreditation in 2006 by OLC in United Kingdom, it is known as a trusted and reliable Certified Training Centre.

#### Forthcoming Expansion

Following the government's call for a broader success in education through technical and vocational fields, the forward thinking college believes in collaborations and partnerships with private and public companies and personalities for the betterment of its student community. An example of this includes the signing of a Memorandum of Understanding with Malaysia's Top Designer, Ezuwan Ismail, for the benefit of those in their Fashion Faculty.

The college is also in the midst of developing its campus with a brand new building on its premises, expected to be completed by 2018.

While on the topic of expansion, Astonians International College is also in the midst of finalizing its collaboration with SMK Hang Nadim in Batam Island, Indonesia, with the idea of expanding its brand name overseas.





BestBrands in Lifestyle – Kitchen Wardrobe Designs



delivering bespoke kitchen and wardrobes.

Founded in 2008, the stimulating brand draws lifestyle. inspiration from European artisanal kitchenmaking, incorporating it fine attributes as a **Accomplished & Recognized in Record-Time** facet of the common Malaysian household.

In tandem with the rise of premium-range synchrony of both the traditional and modern throughout Malaysia. kitchen experience – is a welcome ingredient in the conception of comfy, top-notch homes. The brand's greatest asset lies in its

Specializing in kitchen interior design, Buenos provides an all-round service which includes customization, fabrication, storage, innovative furnishes, and a fully functional kitchen experience catered to active-but-sophisticated homeowners. Using the Customizable Modular System, kitchens and wardrobes are fitted according to its materials.

The brand has constantly provided hightremendous craftsmanship to clients - which contributed to the brand's success. includes property developers and private home owners.

**Creating Sophistication & Excellence at Home** representative for the renowned furniture Buenos is an interior design company brand Bontempi - importing and incorporating Italian elegance into the local

For a young company that has only a few years behind its track, Buenos has successfully established prolific business relationships properties, its unique vision – a perfect with big players in property development

earnestness in meeting the challenging demands of its clients. Its products have been incorporated into significant projects such as i-City in Shah Alam, Khazanah and PPB Group installation, and even furniture Berhad's Southern Marina in Johor, Sime refurbishment. Its designs focus on ample Darby's Oasis Corporate Park Service, and Mayland's Dorsett Residences.

In just two years, the brand has expanded Opening New Doors & Garnering Fresh Experiences



partnership with Mercedes NZ Wheels and Leica is clear proof of this.

into a larger team, even doubling its revenue Buenos further enriches its customers' experience by constantly staying after the launch of its Project Development connected on multifarious social media platforms. With active Facebook clients' specified dimensions and preferred in 2015. Not only have its exquisite designs and Instagram accounts, customers are given the opportunity to catch a been a credit to the brand, but so has its glimpse of the brand's portfolio and activities - consequently following business ethics. Furthermore, sublime the company's development and future projects in real time. This avenue communication and the overall enhancing of branding has effectively helped in understanding contemporary market quality design, exquisite details, and of its customers' lifestyles have largely demands and diversity - thus aiding in the determination of prospects and narrowing down of targets. Furthermore, the brand engages with potential customers and inquisitive newcomers by hosting social events in its Buenos is also not afraid to take risks in showroom in Jalan Maarof, Bangsar – providing a first-hand experience with collaborating with other companies besides its products. It also takes advantage of other media platforms, including Additionally, Buenos is also the Malaysian the players of the property industry. Its bold actively pursuing printed advertisements and getting involved in design and social media campaigns.

> As part of its quest to strengthen ties with other industries, Buenos envisions a collaboration with the education system. The brand plans to offer interior design and architecture students in Malaysia an experience of walking through its factory and having the privilege gaining insight to the process and development of their products. Not only is this exchange of education is a huge step forward for the company, it is also a pivotal step in producing better architects and designers that will adapt superior technical knowledge and appreciation in the craft.

> Buenos will continue to soar upwards while constantly providing an upscale lifestyle for Malaysians. The brand's development will not only further emboss its name in the industry, but also craft a way for it to penetrate larger markets.







**BestBrands in Education - Pre School Islamic Education** 



#### Keeping a Keen Eye on the Future

in 1997 under the expert hand of Hjh. Qutren of achievers. Nada Ahmad with a vision to nurture and develop young individuals of today, to be At present, CIC offers 18 enrichment programs leaders of tomorrow.

the highest academic standards in a safe, enjoyable, and dynamic environment, that will enable children to develop to place for early education. the highest potential in their intellectual, emotional and spiritual capabilities. CIC Sculpting Prospective Headship ensures that all its scholars are prepared The CIC's maxim, Where Leaders Are Born, with the necessary skills to be successful not just academically but beyond school. Through a dynamic learning culture, high- brand name and presence. thinking orientation and leadership exposure activities.

The journey of success was arduous and demanding, but Hih. Outren pillared with perseverance, determination and her passion built CIC to become a world-class educational institution and the most reliable and trusted brand for the Muslim families in our day.

Since its formation two decades ago, the rights. institution has constantly revealed in

school with an extra advantage and 80 per The Children Islamic Centre (CIC) was founded cent sat at the top of the primary school list

in three main categories: Preschool, Playschool and After-school. CIC enjoys a strong CIC aims to educate young learners to presence in over 70 locations nationwide and growing. The company has 12 franchises and is home to more than 400 staff and over 5000 balanced with Islamic teachings and values students each year who make CIC the best

has a very powerful connotation to it and the institution as a whole rides on it to build its

labours at CIC. For two decades, CIC has alike. to make a difference, paved her way and been delivering a consistent message of

of the CIC's preschoolers entering primary Promise and services works in tandem with



True to the tagline, the institution is clear one another and falls in the right place every time. This is because the in its vision to develop young leaders and Founder herself, Hjh. Qutren, not only leads the Branding Department in the burden to turn that vision into action all its efforts, but also ensures that the standard operating procedure (SOP) is placed on each and every person that is well-executed to the benefit of both the establishment and its customers

'developing young leaders', and it is this very Over the years, CIC has championed a good number of branding initiatives, reliability, valour and shared passion that and in the process, has developed a standard of services that is world-class makes the institution so outstanding and to enhance its customer experience. In return, the establishment has gained the brand a leader in the industry in its own its patrons' trust and loyalty – in chorus garnering a huge following for the brand. It has also led a campaign to stop child abuse and promote children's rights. Over and above that, CIC has also developed cartoon characters to impressive achievements with 99 per cent Directing and supervising CIC's Brand further fortify its Brand Identification in Malaysia.

> CIC has accordingly established relations with associates such as universities, government organizations, corporate partners, local communities and other relevant bodies with the objective to discuss as well as exchange concepts and methods about the benefits of developing young leaders – a long-term exercise and effort that would prove to be beneficial to many in the future.

In the near future, CIC plans to conduct a BIG Dream Program that involves multidisciplinary activities where its students will be exposed to the professional workplace whilst having a goal-oriented mindset in them.

The institution also looks forward with anticipation to carry out other activities that will contribute to the community on the whole and solidify its leadership position within the industry.





BestBrands in e-Commerce - Digital Remittance



#### Transcendent Game Changer

Malaysia's Largest Money Services Business Company, , made its presence felt in 2001 as a telecommunications equipment supplier. Over the years, the brand has evolved from a brick-and-mortar business to a progressive expanding frontiers of cyberspace. Changing the landscape of the payment industry by going from cash to cashless, Merchantrade continues its quest to be a game-changer in **Digital Diligence** the market.

services in the country. Merchantrade has a strong affiliation with over 40 pay-out partners, with direct pay-out in over 30 countries. Backed by strong institutions like Sumitomo Corporation (Japan) and Celcom equalling to RM4.6 billion.

services business by transforming the way the only Malaysian company that offers business is done through online platforms. and had 18,267 customers - consisting of remittance. its target market of Malaysians and foreign workers. In 2016, Merchantrade launched its The money transfer expert also has a mobile mobile app and garnered 34,086 customers as by end of the same year.

Starting remittance and MVNO business in 2007. Merchantrade experienced rapid growth through product and channel innovation in 2015. A year later, the business continued to put remittance on top of its portfolio and developed digital channels to financial technology player in the ever- further enhance the service. In 2017, the company defended its presence in domestic markets while pursuing global expansion.

With technology, digitization and innovation embedded in the DNA of Merchantrade's A business that is synonymous with money products, the company has established three key digital domains, e-Commerce consisting of purchase of foreign currencies, mobile reloads, digital coupons, e-Payments - where clients can store e-money, make online payments and perform remittance; as cent of market share of outbound remittance, to make calls & commune via messaging, transferring airtime and mobile remittance.

The company strives to develop its money Merchantrade made history by being

application available - stamping its mark as



Axiata Berhad, the company holds 22 per well as Communications - making it possible online payments for remittance with tie-ups to 12 banking groups. The service is done by using FPX, a secure online payment solution which allows the real-time debiting of customers' Internet banking accounts across Malaysia.

#### Moving Forward on Mobile

seamless remittance payments through its Acknowledging the high usage of mobile 'smartphones' among foreign In 2012, eRemit was launched with 4031 integration with FPX. This has given it the workers, Merchantrade's service gives them the opportunity to perform customers in its first year. Within the next edge over competitors, who continue to use money transfers home effectively and efficiently - without the need to two years, the company enhanced the system the conventional two-step method for online cumbersomely travel from rural areas to town centres. It is also secure, legal and fully compliant with regulatory standards and anti-money laundering

> The brand's digital products aim to target the growing foreign worker market the first company to make straight-through in Malaysia - by delivering accessible, legal and affordable money services to these foreign workers. The company also targets other opportunities for remittance in more diverse segments such as parents of international students and SMEs making payments overseas.

> > With retail branches in shopping malls such as KLCC and Pavilion, the company has plans to open more branches at DC Mall, Empire Shopping Gallery, Elements Mall and Paradigm Mall. Virtually, the company has 40,000 followers on Facebook and over 1800 followers on Instagram.

In the future, Merchantrade will focus on a multilingual mobile app and staging of model enhancement for the benefit of its customers. The company will also be embarking on expanding the business to Singapore, Australia, New Zealand, UK, Europe, Japan and Hong Kong.







BestBrands in Wellness - Cellular Therapy Solutions



#### Transformation from the Inside Out

ZÉLL-V is a leader in therapeutic cellular therapies for anti-ageing, beauty and optimum health. Established by Ruyi Holdings Sdn. Bhd. in 2007, ZÉLL-V has expanded from Malaysia to Singapore and other parts of the world, with image stores established in premium shopping centres, including Pavilion KL and Marina Bay Sands Singapore.

Today, ZÉLL-V is a renowned global brand with signature stores set up in a variety of countries; namely Germany, Switzerland, the United States, Singapore, Malaysia, Brunei, Vietnam, Indonesia, China, Hong Kong, Macau, Lebanon as well as Taiwan - bringing health, vitality and beauty to countless people worldwide.

ZÉLL-V works in accordance to the biological principle of 'self-healing', whereby the body's own cells are activated for self-repair and Luxury Brand Strategy regeneration to achieve optimum function of bodily systems. ZÉLL-V supplies the human body with large amounts of active cells which stimulate the weakened and ageing cells in the body to heal themselves and regenerate - resulting in an overall restoration of organs and systems.

Unlike drugs, ZÉLL-V does not contain any **Education & Training** chemicals, and is without any known side effects. In fact, continuous use will make the

anti-ageing effects manifest themselves even more significantly.

#### **Inimitable Pillars of Success**

ZÉLL-V's model of success is due to its unique business model - the ZÉLL-V 5 Pillars of Success which consists of:

#### Medical Technology & Quality Assurance

 As a health product brand, collaboration with professional medical experts elevates the Brand Image of ZÉLL-V in addition to ensuring product quality and bolstering customer confidence. These international medical scientists, combining over 70 years of scientific research, have formulated an exclusive cell therapy preparation to provide the human body with optimal restoration - thereby meeting the need for health maintenance and anti-ageing worldwide.

ZÉLL-V is positioned as a luxury brand coveted by people from all walks of life Customer Care & Service through various channels – newspapers, • magazines, television, billboards, the V-Star Star Search Contest, event sponsorships and the setting up of Leadership & Management signature stores in premium retail • centres.

Proper education and training are continuously imparted to the staff



and customers through seminars, one-to-one consultations and telemarketing. This enables the staff and customers to have a proper understanding of cellular therapy and health maintenance while building strong and long-lasting customer relationships.

By serving customers with sincerity through telemarketing, telesales and after-sales service, the company forges a long-term relationship with its customers.

The staff plays a crucial role in connecting the company with its consumers and by empowering them, it helps them find meaning in their work, obtain proper direction and opportunities for growth, and develop their talents so that they can advance together with the brand.

#### Therapeutic Cellular Therapy Trendsetter

Ruyi Holdings Sdn. Bhd. is an establishment leader in Therapeutic Cellular Therapies, beauty & nutritional therapy industry.

Based in Kuala Lumpur, Ruyi's line of products include premium-quality anti-ageing cellular extracts, weight control & body shaping extracts and nutritional supplement & beauty products.

With the formation of a Medical Advisory Board consisting of international & local medical doctors, biologist and wellness professionals, the company is able to professionally cater to thousands of customers on health and beauty issues.

The company has also mustered a strong support network from international medical & wellness institutes, medical associations in regenerative medicine, anti-ageing societies and rejuvenation clinics from Switzerland













#### **Islamic Fashion Trendsetter**

needs – offering from its signature tudung, a head and many more.

From a single original outlet, Ariani has now Truth be told, Ariani does not practice resting expanded to over 20 stores (or better known as on its laurels of success and continues to create Galeri Ariani) throughout Malaysia and through better value for its loyal customers. In this light, online avenues.

Ariani was first established in April 2008 and its all Ariani head scarves with the fresh fragrance of first outlet was at Jalan Masjid India in Kuala Lumpur. Being a subsidiary of Jakel Group, one of the largest textile retailers in Malaysia, the brand is famous for its Tudung Awning (or better known **Exponential Expansion in the Age of Digitization** as Tudung Ekin Mawi) named after its first brand Galleri Ariani is the preferred choice for Muslimah ambassador, Ekin Mawi.

Ariani and a runaway success as customers were quickly taken up by the design, ease in putting destination – not only for Malaysians but also for on the head scarf and amazing quality of the foreign tourists. material used (Tudung Awning is made from premium Thai silk and this grants an exclusive Ariani's popularity has made it the preferred feel and an elegant look to the wearer).

open another five outlets in 2009; and by 2010, to help her launch her own hijab collection. had set up 14 outlets. A special fashion R&D unit was established to monitor evolving fashion. Ariani reaches out to its customers through customers.

brand to ensure that competitors do not copy and 2015. market its designs.

#### Philosophical Vantage

on three elements - Exclusivity, Decorum and Contemporary Design. These three elements have naturally grown to become its Brand Philosophy that has enabled Ariani to become a market leader.

To date. Ariani has over 1000 types of head scarves Ariani is a one-stop centre for all Muslimah wear made from various materials and designs. Along with its premium collection, the Ariani brand covering (or scarf) for Muslim women, to jubah, has evolved into a central gallery for Muslimah baju kurung, blouses, pants, jackets, cardigans fashion, not to mention a trendsetter in the industry.

> it has collaborated with Comfort, the market leader in the Fabric Softener segment, to infuse Comfort. This is a first for any head scarf brand and undoubtedly places it ahead of the competition.

fashion. The brand's wide assortment of clothing and accessories - ranging from the premium Tudung Awning was the first head scarf design of collection to reasonably priced and ready-towear selections has made it a popular shopping

choice of many celebrities who wish to launch their own hijab collection. In 2016, Datuk Siti As a result of this success, Ariani went on to Nurhaliza, the country's No.1 Diva, chose Ariani

trends and understand the tastes and needs of various media channels such as traditional media and social media. Its Facebook has over 1.3 million followers - providing a good base for All designs are trademarked under the Ariani its online retail business which was launched in

Its online portal enables the brand to reach international markets and increase its popularity The uniqueness of Ariani's head scarves centre and awareness without the need to set up actual retail outlets.













#### **Ace Logistics Enabler**

grown logistics company that offers fully integrated services for contract logistics as well as third, fourth and fifth party logistics. It is one of the leading solutions providers in the region. The name, 'Biforst', which is derived from Norse mythology, means a 'sacred bridge between amongst its peers. Under the stewardship of men and god' - symbolizing the core business of its Group Managing Director, Hamie Appala logistics in the brand.

With a workforce of over 200 from various traditional 40-foot truck can carry from 22 pallets backgrounds and experience, Biforst has been to 34 pallets – done with the approval of the Road able to evolve to meet and offer international standard services to its ever-growing corporate

all trucking operations throughout Malaysia and Haul Trucking, Console Trucking, Distribution 2010. to DC and Hypermarkets, plus the 5 distribution avenues - Door to Door, Warehousing & Cross- Biforst made a new record once more in 2017 Docking, Forwarding Services & Malaysian Logistics.

company established in 2005. Biforst Technology Indonesia, United Kingdom and India.

As the official ICT consultant and provider to Biforst Group of Companies, Biforst Technology Trucking on forward has played a pivotal role in upgrading Biforst Logistic's operations, enhancing its turnaround customers. Biforst Technology now carries three and Europe. main business operations which are Biforstnet, Bitrackplus and Software Development and The brand will continue to enhance its logistics Engineering.

Biforst Properties was incorporated on 3 April expectations. 2008. The company currently ventures into

property investment and property management. Established in 2004, Biforst Logistics is a home-leveraging in Malaysia and at the same time seeking for potential investments in Indonesia. Vietnam and India.

#### Logistics Logic: Revolutionizing the Industry

Biforst's leadership in the industry is well noted Nakkiah, the brand has introduced numerous firsts such as expanding the number of pallets a Transport Ministry.

It also got into the Malaysian Book of Records for having the truck with the 'longest' curtain-Certified with ISO 9001, Biforst Logistics handles sided trucks with its Volvo FM400 6x2 RSS Hub Reduction I-shift transport. The logistics brand is capable of providing comprehensive logistics created history once again when it became the solutions to its clients. The list of logistics services first company in the arena to move electronic it provides includes Cross-Border Logistics, Long- goods from the port of Singapore to Shanghai in

when it was the first Malaysian logistics brand Borders, Project Movement and Cold-Chain to commit to an electric truck manufactured by FUSO. The electric truck is expected to upscale Biforst's fleet operations. Currently, with its Biforst other major subsidiaries consist of Biforst robust growth, Biforst has allocated RM10 million Technology Sdn. Bhd. which is an MSC Status to invest in electric trucks in the near future, while it plans to have autonomous trucks in its operates in Malaysia, Singapore, Thailand, fleet by the year 2020. Biforst's fleet currently comprises 530 trucks in total - a number which the company aims to increase to 700 by 2018.

Having established its market leadership in Malaysia, Biforst is expanding its operations in time and providing better service to its the international market, especially Middle East

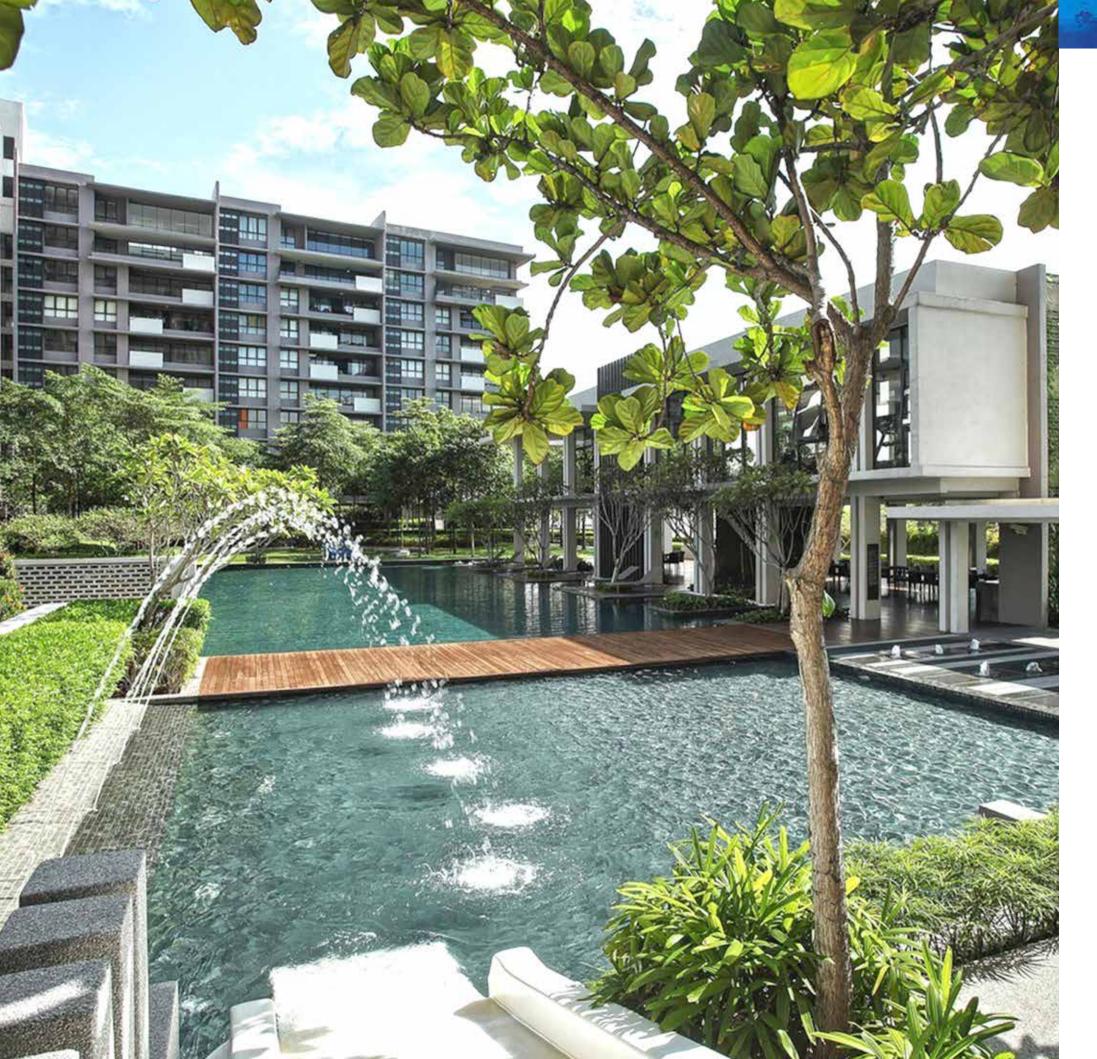
> solutions to keep up with the ever-changing market needs and adapt to contemporary







114







#### Imprinting Excellence in Waterproofing

waterproofing contractor in 1983. As the business same time, Conspec Resources (M) Sdn. Bhd. was timely delivery of projects. formed to manufacture and supply floor material finishes to these two businesses.

From Waterproofing to specializing in Concrete believes that its staff are the backbone of the Imprint and other floor finishes in different business and its success. Conspec empowers landscape trades, Conspec then consolidated its the staff by providing training, mentoring and business and focused as a specialist contractor challenging them to push the envelope and strive for hard landscapes To further complement its for the best. business, Conspec formed partnerships with nursery plant suppliers to take on soft landscaping **Etching a Mark of Greatness on the Walls of** projects.

To further expand its landscaping business, landscaping solutions to choose from. It has Urbanis Landscape Design (M) Sdn. Bhd. was a good range of Greenwalls designs – which formed in 2007. This landscape architecture encompasses both artificial and natural solutions consultancy was incorporated to meet the growing design demands of its clients. In 2008, it exterior of buildings. partnered with Urbanis Co. Ltd. Thailand, to bring designs of an international flavour to Malaysia.

Singapore to secure distribution rights for its shopping malls and even parks. range of Vertical Greenwall products. The products under Greenology brings a distinct advantage in The Granopave Engineered Concrete is applicable rise greenery.

30,000 sq ft headquarters-cum-storage facility concrete floor surface. and a 40,000 sq ft manufacturing facility.

#### Landscaping a Mission in the Current Times

solution for all landscaping needs. With the many companies under its name, the brand can meet customers' requests as it is able to control products and projects from the beginning (design Moving ahead, it will continue to build on its and raw material stage) until completion

From professional design to technical engineering and horticultural knowledge, Conspec has the

ability to fulfil demands of design-and-build Conspec Builders (M) Sdn. Bhd. started as a projects. It is undeniable that Conspec Group aspires to be the best in the industry – it wants to expanded, Concrete Imprint was established be known for providing exceptional products and under Conpave Systems (M) Sdn. Bhd. At the services with special focus on quality work and

> To achieve this Mission, Conspec continuously invest in its people as the company strongly

### Eternity

Conspec offers its clients a varied choice of - brightening up the ambience of the interior and

For durable materials, the Conspave Texture Concrete is a good choice as it is economical In 2015, Conspec started working with Greenology and ideal for large commercial projects such as

offering clients world-class innovation for high- for commercial and residential areas, factories, warehouses and schools. This flooring solution is achieved through the meticulous process of Located in Shah Alam, Selangor, Conspec has a mechanical grinding, honing and polishing of the

Since its establishment, Conspec has received numerous awards and this is indeed a sure Today, Conspec Group provides a one-stop testament to the brand's commitment of providing excellent products and services and going the extra mile to achieve its goals.

> Brand Value and adopt the Blue Ocean Strategy blazing a trail that never existed before to secure leadership position.













#### Rising from Humble Beginnings

DirectD Retail and Wholesale Sdn. Bhd. (DirectD) owns and operates retail shops and brand-specific outlets in Subang Jaya and Petaling Jaya, Malaysia. It is a subsidiary of Extrovest Communication Sdn. Bhd. Extrovest Group has been headed by its founding CEO, Dato' Tan Hon Chung, who built its customer service as well as to continuously the company from scratch in 1999.

Extrovest Communication Sdn. Bhd. was enthusiasm, it is going all out to accomplish started by Dato' Tan from humble beginnings its Vision of being Malaysia's No.1 store for and with limited capital, and has since sailed through numerous critical crisis and challenges. Through the years, he has persevered with acute entrepreneurial skills, dedication, industry knowledge and a fervent workforce lineup of 100.

With 20 years of experience, Dato' Tan Hon Chung has succeeded in growing the group into a significant player in the industry. This is even more apparent through his achievements and recognition of winning top dealer and top retailer awards for all major mobile phone brand names.

#### Handy Gizmo Equipper

phones and tablets, and watches; memory cards, chargers, cases, screen protectors, and other accessories; plus telecommunication solutions, at a competitive prices in the market through its portal.

established its Gadget Mega Store in Petaling Jaya. Featuring 18,000 square feet and ample parking space, the brand owns the largest one-stop mobile phone shop in Malaysia – which carries 300 smart phones/tablets and about 1000 accessories at any Jagaan Orang Tua Al-Ikhlas and many more. given time.

The store also has the latest devices on display, a dedicated service centre with a comfortable Community. It hopes to grow upwards with the waiting area, telco-centre for new subscribers and trend of the smart phone industries through easy bill payment. In addition, free WiFi is available strategic partnerships with global market leaders throughout the store and there is a small café for and acquisition.

customers to purchase refreshments. Individual buyers can also opt to pay via installment plan or credit card while wholesale buvers are welcome with no required minimum order.

Extrovest Group strives to achieve excellence in maintain rapport and close relationship with its consumer base. Sustained by perseverance and technological gadgets, giving great value to its customers, both locally and abroad.

#### Spirited Branding

To further strengthen the DirectD Brand name and presence nationwide, the group has built a longterm relationship with PC.Com for advertising purposes. It has also carried out many campaigns with Lelong, Lazada, Gems and 11street.

Besides that, DirectD has held numerous activities and customer retention programmes throughout its business years with the objective of rewarding its customers with promotional prices or free Through DirectD, the group has continuously gifts. Attributed to strategic execution, the events provided its customers with the latest smart organized garnered a huge crowd interest and returns in terms of branding and reputation.

Boasting of close to 500,000 followers on Facebook and an average of 800 walk-in customers daily, outlet in Subang Jaya, Petaling Jaya and its online DirectD reports substantial sales through its retail and online channels monthly.

Catering to the increasing demand, DirectD As the group grows, it contributes to the less fortunate regularly via various Corporate Social Responsibility (CSR) programmes as part of its organizational value; namely, the National Cancer Society, MERCY, Malaysia Relief Agency, Rumah

> Moving forward, the group strives to capitalize on its market presence in the ASEAN Economic











#### Uncovering Wellness via Brownish Goodness

Serba Wangi Sdn. Bhd. have been providing 1993. In 2004, the company launched ecoBrown's Unpolished Brown Rice. The 100 per cent vacuum-treated brown rice is produced from freshly harvested and fully ripened paddy, from the granary regions in Malaysia.

ecoBrown's products have essential vitamins has set up the Corporate Branding Division and minerals - ideal for those with diabetes to monitor the performance of its brands by and the ability to reduce cholesterol - without compromising on flavour. These qualities and more make it possible for the brown rice to be a to stay relevant not to metion forecast the need healthier option for rice lovers.

Offering a number of selections including Steam Brown Rice, Original, Gold, and Just Brown, ecoBrown's continues to grow as a brand by Malaysians, ecoBrown's launched the new constantly redefining and improving its products. The company also places due weight on R&D - to provide healthy food and beverage options to buy RM30 and above! The brand's online shop the Malaysian public.

With a Philosophy that revolves around Integrity, Probity, Ethics and Good Corporate Governance, it is no surprise that the first brand in brown rice was certified by the HACPP for hazard analysis and critical control point in 2008, ecoBrown's sustains sublime taste of its rice, but also by educating effective advertising and promotion activities. the feedback it gets from patrons and clients in order to further drive the brand.

#### Staple Diet, Lifelong Brand

advantage.

The ecoBrown's logo, though simple, leaves a strong impact on the mind of its consumers, with Malaysians with their staple diet of rice since the choice of brown in the spotlight. This exudes Warmth, Reliability, Steadfastness, a 'Down-to-Earth' Attitude and Friendliness – in line with its Core Values.

> Understanding the importance of branding in driving a business, the ever-perceptive company gauging market share; always staying open to consider the need to amend or modify its brands to substitute any of its existing brands with something new.

With the popularity of e-commerce among online shopping channel to make it possible for customers to purchase their favourite products activities to find other derivatives from brown rice online – even with free shipping for all those who has transformed the traditional sales module to incorporate latest trends in the digital world.

#### The Future Enveloped in Nutritious Rice

ecoBrown's has been an integral part of Serba Wangi's business development plan. With the changes brought in by technology in the retail loyalty from consumers not only because of the business, the brand leverages on multifarious digital platforms - website, social media, people on the benefits of brown rice through via mobile apps & digital advertisements - to get its communication across to customers on platforms Over and above all this, the company also uses they are active on - with the idea of giving them a wholesome experience. This is achieved through interactive and engaging content from ecoBrown's to its consumers.

Active branding has been an integral part of With the best interest of the brand as well as ecoBrown's development in the country's consumers in mind, the company will continue healthy rice and healthy beverage market. Across to promote public awareness concerning the Malaysia, the brand is fondly known as one of the brand through the web, social media and mobile leaders of good, healthy rice. This is seen through avenues - to enable consumers to have quicker its steady upward trend of sales, ecoBrown's is access and info regarding the brand's identity. reflected as 'A Big Trusted Friendly Producer' Such convenience will allow customers to and this has worked towards the company's make faster decisions and spread knowledge of ecoBrown's benefits - a smarter and healthier rice alternative.













### THE BRANDLAUREATE **SMES SIGNATURE AWARDS**

BestBrands in Consumer - Rice

#### More than a Staple Food Brand

and is undoubtedly one of Malaysia's leading exercise that enables consumers to identify with rice process – from processing, packaging & distinctive product brands. producing, the company generates more than 20 different varieties of rice for diverse palates Going beyond mere slogans, practical branding across the nation. It goes without saying that the has made lati a domestic name that is firmly establishment boasts of a solid number of rice entrenched in the minds of consumers across brands in its portfolio, including the ever popular Malaysia. This is evident with the impressive levels

varied tastes (some examples include fragrant service). rice, parboiled rice and glutinous rice).

Raya, Pendang, Kedah – the northern state which is fondly known as the 'Rice Bowl of Malaysia'. In Peninsular Malaysia.

Armed with the vision to deliver products and services to business partners with the highest level **Brand-specific Evolution** of quality for maximum customer satisfaction, Serba Wangi is on quest to strengthen the current Branding Division' staffed by a Corporate of its Brand Identity and Brand Equity levels. as a Director. The Objective of the division is to The company also has plans to evolve into a monitor the brand's performance in the market, comprehensive and dominant force in the food make changes to the brand to stay relevant to the distribution network - transforming itself into evolution of consumers tastes and compatibility a diversified organization. Truth be told, Serba Wanqi's owes its success to its astute alignment or to substitute an existing brand with something with other organizations; for instance working on new. ioint ventures with Padiberas National Berhad (BERNAS) to improve market share and consumer Jati has indeed served Serba Wangi well in the loyalty.

International Lloyld's Register Quality Assurance quicker decisions to purchase both in July 2001 for its packing and wholesale of rice.

#### An Ever Dependable Consumer Brand

Serba Wangi Sdn. Bhd. was founded in 1993 For Serba Wangi and Jati, branding is an ongoing rice wholesalers. Focusing on the entire the unique qualities of the company and its

of recognition attained by the establishment; not to mention the noteworthy market share in the The company has a variety of products under rice sector. Backed by regular branding activities, its name - including Jati Siam Istimewa from Jati has grown to become a household name Thailand, Jati Basmati from Pakistan and Jati in the country, fondly known as 'A Big Trusted Calrice from Australia. All of Jati's rice products and Friendly Producer' (most often associated are made from different types of rice grains to suit with quality rice and reliable pre-and-after-sales

Among the branding initiatives taken on by the Serba Wangi's headquarters is located in Bukit company include CSR projects by providing cash or goods in times of dire need and calamity. Serba Wangi has also been steadily contributing this spirit, supplemented by other rice products towards educational and sports projects, under the Serba Wangi umbrella, Jati has a particularly for the benefit of Malaysian youths. wide distribution network covering all states in The brand is driving itself even further via multimedia advertising such as billboards, over and above the print and electronic media.

Serba Wangi has recently set up a 'Corporate market leadership through the reinforcement Branding & Communication Manager as well with the state of their psychological development

latter's overall business development plan. As Brand Awareness continues to strengthen online The company made history by being the first rice via social media and other avenues, customers wholesaler in Malaysia to earn the ISO SO 9001: have quicker access to information concerning 2000 Quality Management System certificate by the brand – making it easier for them to make















#### **Looking Back to Ancient Wisdom**

known for its healing effects - which ranges products. from giving a boost to your energy level if you are feeling lethargic to cooling down the body temperature if you have consumed too much hot Toong is committed to this mission by employing and spicy food.

Herbal teas and desserts such as the Five Flower stage of the manufacturing process. Tea, Wong Lo Kat and Gui Ling Guo (or herbal jelly) are popular amongst consumers and iconic Blending the Old with the New products of Koong Woh Tong - the No.1 herbal tea brand in Malaysia and the region.

traditional Chinese supplements, originates new products that enable Koong Woh Tong to from China. It started business as a small stall selling herbal tea and the traditional herbal jelly. Gui Ling Guo. Due to the popularity and healing From serving in traditional bowls, Koong Woh effects of these healthy products, the business 
Tong herbal teas are now available in bottles has since flourished and is carried on by family members, generation after generation.

The brand has expanded its footprints to over 20 countries – including Asia, USA, Canada, Germany Branding is important to Koong Woh Tong as and France.

#### Giving the Traditional Touch, Locally

Koong Woh Tong opened in Malaysia in 1990, located in major shopping malls. Popular herbal teas are Ya Sei Mei, Wu Hua Cha, Ji Gu Cao and honey for those who do not like its bitter taste.

Gui Ling Gao is known to be good for the skin and repeated consumption makes for healthier Maintaining good health is the priority of Koong complexion. Other positive effects of the jelly includes improving circulation, assisting muscle growth, relieving itching, reducing acne and beneficial herbal teas and herbal jellies that folks kidney restoration. Traditionally made from powdered plastron or the bottom shell of the of health. Cuora Trifasciata (commonly known as the 'three-

lined box turtle' or 'golden coin turtle'), it is then Traditional Chinese herbal supplements are brewed for many hours with a variety of herbal

> The efficacy of herbal teas rely on the freshness and quality of its ingredients and Koong Woh comprehensive quality assurance procedures and carrying out stringent quality controls at every

The owners and management of Koong Woh Tong continue to conduct in-depth research on the herbal formula used to stay in tune with the Koong Woh Tong, which is synonymous with dietary habits of modern consumers and develop meet their changing lifestyle and expectations.

> allowing busy consumers to pick up any of its range of teas from its shops and consume it in the comfort of their homes or offices.

it helps to create awareness for the brand and allows it to reach new markets. Apart from promoting the brand in traditional print and electronic media, it has moved on to participation with its first shop at Sungei Wang Plaza, and it in events such as sponsorship and collaboration now has over 44 outlets in the country which are of the Miss Chipao beauty pageants where winners of the pageant are appointed as Koong Woh Tong brand ambassadors. This collaboration Xia Ku Cao served in its traditional bowl. The ever allows the brand to reach the younger generation popular Gui Ling Guo, or 'tortoise jelly', is served and engage them on the benefits of herbal tea hot or cold and accompanied by a small cup of and traditional Chinese supplements - thus enhancing the sustainability and longevity of the brand.

> Woh Tong and in today's busy and stressful world, it is good to know that there are safe and can consume and indulge in for the betterment













#### The Nexus of Luxury Hospitality

evolved to become one of the leading premium hotel chains in Malaysia – with properties in Port into the Straits of Malacca where its quests can Dickson, Penang and soon to be Imperial Lexis enjoy the fresh breeze of the sea and view the Kuala Lumpur – a five star hotel situated in the magnificent sunrise and sunset. Complementing vicinity of the prestigious KLCC enclave.

Lexis has three properties in Port Dickson – Lexis Port Dickson, Grand Lexis and Lexis Hibiscus. Port In October 2016, Lexis Hibiscus became the Dickson, a seaside resort is a favourite holiday official proud record holder of The Guinness destination for Malaysians as it is just an hour World Records for achieving 'the most number of drive from Kuala Lumpur International Airport.

## Holidaymaking (and the National Flower)

rooms of which 280 are water chalets and 112 ten minutes drive from Penang International serviced suites. The resort has a Balinese touch Airport. Lexis Suites is a Five-Star resort with 222 that combines elegance and comfort for its luxury suites – each with its own private pools quests. All its water chalets have balconies with and steam room. The quest rooms feature 2 kingelevated bedrooms and open concept bathroom size beds and a range of luxury facilities which that has glass panel flooring, providing a view of makes it the perfect stay for business travelers or the sea water.

The Grand Lexis Hotel which was opened in 2009 A Commitment to Delivering Only the Best has 166 water homes, 44 garden chalets and 39 sky pool villas. A five star hotel, Grand Lexis has with superior service and exceptional brand earned the accolade of being the resort with the experience has seen many of its quests returning most number of private pools in Malaysia by the to relive its memorable moments. Malaysia Book of Records. Each of its Balinese inspired villas come with its own private pools, Constant innovation and launch of creative in Malaysia and the region.

Of great interest and attraction is Lexis Hibiscus, the leading and largest resort in Port Dickson. As a responsible corporate brand, Lexis Nestled along Pasir Pinji, the guieter side of Port Dickson, the resort is built in the shape of responsible environmental practices to ensure the hibiscus flower which is Malaysia's national that the communities where it operates in are flower. This architecture has made it as one of well maintained for future growth. the famous icons in the country.

It has 639 rooms of which 522 are water chalets Incorporated in 1995, Lexis Hotel Group has and 117 luxury suites, each with its own private pool and steam room. The water chalets sprawl the rooms are it F&B restaurants and a host of beach and water activities.

> swimming pools in a resort at 643' and 'the most overwater villas in single resort at 522'.

Over to Penang, Lexis Suites is located at Teluk Lexis Port Dickson established in 2006 has 392 Kumbar, an idyllic seaside town which is only holidaymakers.

Lexis commitment to provide all its quests

which is definitely a first for any hospitality group initiatives has enabled the brand to maintain its leadership position amidst the competitive environment in the hospitality industry.

implements sustainable programmes and adopts











#### Transformation Leader: A Technological Pearl

beginnings soared alongside the country's has successfully branded itself as a reputable aspiration to become a fully functioning and innovative nation by 2020. The company started off by supplying telecommunications equipment to the military and public safety and enforcement a seamless process, which provides advanced agencies in Malaysia.

major role to elevate and refine the usage of ICT - having introduced state-of-the-art technologies to the industry. With the founders having more support. than 30 years' experience in the field, it is little wonder why it is considered a pioneer in Public Safety Services in the South-East Asian region. The brand has expertly reacted to the series of trends that spearheaded Malaysia's advancement in the industry, compared to other developed countries.

specializes in providing services such as Data future technologies. Centre Management, 24/7 Systems Operations & Support, System Training and ICT System Driven by Dreams: Embracing Technology Implementation. The organization provides solutions in Public Safety Solutions Integrator, Computer-Aided Dispatch Solutions, Information Telekom Malaysia Berhad, Ministry of Home Affairs, Ministry of Communication and Multimedia, Ministry of Defense, Ministry of The brand continues to play a major role in Natural Resources and Environment, Royal as several local universities and hospitals.

Today, the company is one of the biggest players leadership and experience a differentiation in in the two-way radio and Public Safety Service industries in Malaysia. With the support of its clients, Mutiara Teknologi's business has facilitating the customer value chain. developed tremendously - as reflected in the company's revenue after 16 years in business.

contributed to the Malaysia's goals to embrace and develop usage of ICT across the nation. Its commitment to develop ICT is a catalyst for local

companies to become competitive in the local Founded in 1999, Mutiara Teknologi's humble and international market. Mutiara Teknologi system integrator company in the IT and telecommunications field. The organization has effectively integrated and unified systems into technology solutions and support. Among its other areas of expertise include providing the platform Mutiara Teknologi is committed in playing a to unify information and telecommunications systems, providing data management systems, and giving comprehensive system operations and

The leader in ICT solutions has set high standards for its products and services – believing that Trust and Recognition are the keys of success. Mutiara Teknologi's management team continues to brand the company by collaborating with technology based institutions and companies -Based in Bandar Baru Bangi, Mutiara Teknologi to fully embrace and take advantage of new and

With the Vision to be the preferred partner of ICT System Solutions and Integration in Malaysia and other emerging countries, Mutiara Teknologi's Technology & Telecommunication Systems, commitment to making it a reality is reflected Business Intelligence and Radio Communications. by its achievement of having its own trademark Its portfolio boasts of clients which include (™) and product copyright (©) as well as ISO 9001:2008 certification.

elevating and refining the use and development Malaysia Police, Royal Malaysia Customs, as well of ICT in helping the nation achieve its visions and goals. Working along the lines of this business Philosophy, the company is going all out to Nation Builder: The Emergence of a Landmark develop and introduce new technologies so that its clients will be able to establish technological product and services. This will enable the process and internal systems to be simplified - greatly

Going 'beyond possibilities' in achieving its dreams to be the centre of excellence in ICT as While pursuing excellence, Mutiara Teknologi has well as the preferred partner in ICT solutions, Mutiara Teknologi sees a bright future ahead - ever ready to tackle any challenges that may surface along the path to a greater tomorrow.















#### **Outside-the-box Early Education**

O-dees is a truly distinctive preschool that integrates both the latest teaching methodologies and technology to deliver creative, fun and interactive experience. This innovative brand was founded by a group of passionate educationists with vast experience in the early 1990's and has Awards in 2012 and 2013, O-dees continues to since set the benchmark in preschool education here in Malaysia.

The cornerstone of the education brand's success is its unwavering commitment to research and development (R&D) - with the objective to constantly innovate and enhance the delivery of effective teaching and learning methods to augment children's development in their vital formative years. The group's awe-inspiring Mission is to create a total learning environment which will provide a good foundation for the future of the children - preparing them to meet the demands of globalization; and to provide quality is delivered by meeting both the international early childhood development programs.

#### A Preschool with a Difference

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

The Group's achievements have been made possible through its dedicated team - comprised and associates of the company. Its staff are technology. constantly trained and aligned to unique pedagogy and methodology to make sure that only the best Q-dees is dedicated to shaping young minds is delivered to the market.

Its revolutionary e-Reader is the latest in preschool teaching innovation - cleverly integrated with animation to stimulate children's sight, speech

of learning from the comforts of home; thereby enabling parental involvement as well as independent learning. Awarded the Best Brand in Preschool Education for six consecutive years by The BrandLaureate, plus being the recipient of the SME Brand Excellence and Innovation Excellence grow exponentially, both locally and globally, to become the leader in preschool education providing cutting-edge programs which make learning inspiring, fun and creative.

#### Fabulous Future Foundation Formation

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

The future plans of Q-dees include the aggressive mobilization of a global branding initiative to enhance and fortify regional market penetration as well as boost its global presence and reach the objective of ultimately being recognized as the global leader in preschool education. In line with its policy of utilizing the latest technologies, Q-dees is currently developing its teaching programs to be flexible and adaptive to ensure greater access globally, be it on personal computers, tablets or gadgets. The revolutionary group is looking into generating a global platform that will cater to the educational needs of young minds. Significant efforts are also being made to ensure easier usage of teaching programs - hoping to make teaching of a talented workforce of researchers, marketers and learning effortless; as well as adopting green

through innovative programs such as Fliptec@Q, Beamind and O-dees Love to Life. Empowered by these three programs, children begin to discover the joy that comes from learning – thus enabling their vision to grow as they achieve new heights and sound. e-Reader also encourages continuity and venture beyond the threshold of tomorrow.















#### The No. 1 Law School In Malaysia

Established in 1991, Brickfields Asia College (BAC) has established itself as the nation's largest and Opinion Writing, in a bid to increase their law school, with a 70 percent market share in the private education market. BAC collaborates with over 30 British Universities and for Law. works with 16 universities. Students graduate for those who want to pursue these courses. with degrees from established universities such as University of Hull, University of Reading, Aberystwyth University and many others in the inculcate them with the right values to lead and

It is the only law school in Malaysia to be get to hone their leadership skills through the accredited by the Malaysian Qualifications Authority to offer the University of London International Programmes LLB, the UK Transfer Degree Programme (Law) and the Bachelor of Malaysia, the Bar Council of Malaysia, SUHAKAM Jurisprudence awarded by the Universiti Malaya.

and preferred college providing international standards of education and to be recognized internationally as top provider in education. Led by its Managing Director, Raja Singham, BAC has grown rapidly over the years and established itself as the Nation's No.1 Law School in terms of student numbers, excellent results and graduates in Malaysia put together, while more than 90 who are highly sought after by employers.

BAC endeavors to provide students with an experiential experience, good campus facilities In the CLP examinations, BAC has bagged over 400 supported by qualified lecturers who not only to the students and encourage them to have the right mindset and discipline to face challenges ahead of them. The selection of curriculum that meets industry need and deliver an all rounded students when they enter the workforce.

#### **Redefining Education**

Students enrolling in BAC are assured of a holistic approach to education. While Law is its main subject and specialization, students get to learn other disciplines such as Finance and Business and be involved in other extra curriculum

Its Master Class Series enable the students to take up courses on Advocacy, Negotiation, Drafting skill sets. Professional courses in Oil & Gas Law, Shipping Law and Islamic Banking & Finance Law. Construction Law amongst others are available

BAC's philosophy is to nurture its students and be future leaders. Through its CSR activities, which the college strongly champions, students various initiatives. It launched the Human Rights Day 2014, in collaboration with organisations such as United Nation's Country Team in (the Human Rights Commission of Malaysia) and other agencies as part of its mission to stamp its BAC's vision statement is to be the premier stand on the human rights arena and encourage students to carry the legal touch on human rights.

#### **Accolades & Achievements**

BAC's string of achievements include sending more than 7000 CLP graduates into practice since 1991, more than all the private institutions percent of BAC's law graduates are employed within the first three months after graduation

World and National Top Students awards, Book imparts knowledge but inculcate good core values Prize Winners, 1st Class and 2nd Uppers over the past three years.

Additionally, BAC received the Global Leadership Award for Excellence in the Private Education education, from classroom to practical training Sector in 2015, honoured with the SME have ensured the success of the brand and its Recognition Award for Social Responsibility Excellence for 2014 and the SME 100 Fast Growing Companies Award. BAC's excellence in the field of legal education was also recognized as the college received the BrandLaureate's Best Brand in Legal Education Award for three consecutive years (2012, 2013 and 2014). Additionally BAC received the SME Recognition Award for Service Excellence (2013) in recognition of its reputation for inspiring activities the likes of Yoga, Kickboxing or Fencing. excellence as a provider of outstanding services in law and business.









## Ipoh White Coffee. Delicious, naturally.



Blended with Golden Ratio of Arabica and Robusta Coffee Beans



Healthier, lower GI Chek Hup Rock Sugar



No Added Artificial Coffee Flavouring









Rock sugar separately packed inside (available for 2 in 1 only)



### Only our own quality rock sugar goes into our coffee.

From sugar to coffee, no artificial flavouring is used because every ingredient matters. That's how much Chek Hup cares for what you drink. So every cup is delicious, naturally.







#### **Brewing Success**

For the past 50 years, ChekHup has been one of the digital marketing development, the company leading manufacturers of authentic Ipoh White Coffee. Originally starting off as a humble grocery store in Rawang, the business saw its evolution into a rock sugar production after moving to Ipoh in 1965. Now, the brand has paved its way to becoming a household name with its signature Ipoh Starwalk 2017, 988 Winter Solstice Festive 3-in-1 Ipoh White Coffee.

In the New Millennium, the brand stepped into Following its tagline, We Value Life, ChekHup the FMCG industry by developing its own range of instant coffee mixes. Its mixes are a perfect blend of the golden ratio of Arabica and Robusta coffee beans and their self-produced rock sugar. for the Orang Asli & senior citizens, providing Boasting as the healthier choice for consumers, the organic rock sugar is produced with low alvcemic index (GI).

Currently, ChekHup has a large catalogue of countries affected by natural disasters. products - which includes a variety of white, black, classic Colombian coffees, tehtarik as well as Kokoo hot chocolate – each with their own set ChekHup also aims to meet the diverse and rapidly of flavours and levels of sweetness.

combination of 'grace' and 'cooperation', these achievements and developments. Holding fast to its Brand Identity of producing products that are at their most natural, ChekHup has continuously delivered high-quality products for consumers - earning itself the ISO 22000 in Food Safety Management System, ISO 9001:2008 accredited by Moody International, and is a recurring The BrandLaureate Award winner.

#### Satisfaction Guaranteed

Since 2009, ChekHup has been widely distributed both in the domestic and international markets; including Indonesia, Thailand, Singapore, Brunei, Philippines, Mainland China, Hong Kong, Taiwan, and Australia.

The brand's mark the market is evident even in cyberspace. Its Facebook page, now boasting of more than 150,000 fans, provides maximum customer satisfaction which cannot be sustained

through physical sales contact. As part of its creates a bond with its customers through a constant flow of friendly communication, online giveaways and heart-warming video campaigns. ChekHup has also reached out to potential consumers in strategic public events such as the radio campaigns and in-market fairs.

also extends its services by giving back to the community. The company has engaged in various CSR programmes, including building homes education for underprivileged communities, partnering with the city council in environmental clean-up & dengue-preventing activities, as well as channelling monetary needs to states &

#### Future in the Mix

changing needs of consumers. The next move in brand expansion is geared to explore the launch As the name ChekHup is founded from a of instant gourmet Colombian drinks – providing more beverage choices such as Latte, Mocha and virtues are displayed through the company's Cappucino. ChekHup also plans to introduce a stand-alone product, namely rock sugar sticks - giving patrons the choice to gauge their own desired amount of sweetness.

> With an objective to dominate the international market, the company's management is ready to evolve into new production lines, training and team members. Part of the brand's improvement includes seeking professional advice and help in revising its Brand Identity to be more consistent, appealing and globally relevant.

Regardless of its achievements, ChekHup is in a constant state of improving its brand performance. This includes enhancing its social and digital market, capitalizing on all communication channels as a means to boost Brand Awareness, stimulate product trials via direct access to customers, and get its name ahead of the game.











**Brand Excellence in Fire Fighting Solutions** 



#### ONE HOUSE, ONE FIRE EXTINGUISHER

Sdn. Bhd. has grown from sole proprietorship its successful venture in to manufacturing of to a private limited company. Starting with a workforce of five, the company now has over 120 Fire Fighter was awarded the prestigious ISO staff. The company offers products and services 9002:1994, Lloyd's Register Quality Assurance – in covering a full spectrum of activities - from manufacturing, design, supply and installation to repair, maintenance of fire protection systems, fire suppression system and equipments.

Located along the Federal Highway in Petaling Jaya, Fire Fighter leads the fire safety and protection industry in Malaysia. With the Mission to protect its clients from incidents of fire, the company is embracing change in technology and stringent processes are used and adhered to when its overall business landscape.

right to be the distributor of well-known brands such as Ansul (USA), Siemens (Germany), NN100 greenery processes in its manufacturing activities (Japan) and Scotch Mist (UK). It is the first and only fire fighting company that has achieved the prestigious *Lloyd's Register Quality Assurance* for a full scope of ISO 9001:2008 Quality Management System for 'Manufacture and Servicing of Portable Fire Extinguishers (Dry Powder & CO2), Servicing, Installation and Maintenance of Fire Protection trust from their clients and customers. Thanks to Systems'.

and serve as the most effective line of defence and certifications also create brand recognition in protection against potentially harmful disasters. Armed with the *Vision* to become the leading household brand in providing a total solution for all fire fighting requirements in Malaysia, its One Fire Extinguisher.

Fire Fighter is also the largest company conducting the servicing of fire extinguishers in compliance The Green Building Index initiative by the with the Fire Fighting (Bomba) Regulations across Malaysia.

#### **PUTTING OUT FIRES & GENUINELY SAVING LIVES**

was earned by delivering quality, using quality upgrade its technology astride international products and providing excellent service to counterparts – such as Japan and Germany – to fulfil all customers' fire fighting and protection needs. Such immaculate business ethics have

also spearheaded the company's growth in the Incorporated in 1974, Fire Fighter Industry industry. Among its many milestones include portable fire extinguishers in 1996. In 2001, recognition of its high manufacturing standard of portable fire extinguishers.

Through its *Quality Policy*, the manufacturing unit has successfully incorporated a series of quality controls to ensure zero-defect products. Both the production and manufacturing processes are ISO 9001:2008 certified. The certification acknowledges that Fire Fighter's manufacturing quality fire fighting equipment. This year, Fire Fighter was one of the few The fire fighting equipment specialist won the companies selected by SIRIM under the United Nation Environment Programme (UNEP) to create

- a responsibility the company adheres to readily.

#### **GREENER ALTERNATIVES IN THE FUTURE**

Fire Fighter is the market leader in the industry of fire prevention & protection and branding has helped the company gain recognition and its good track record in delivering products and services, many customers have recommended Fire Fighter is always ready to be the first to fight the fire fighting experts to others. Their ISO their customer's minds.

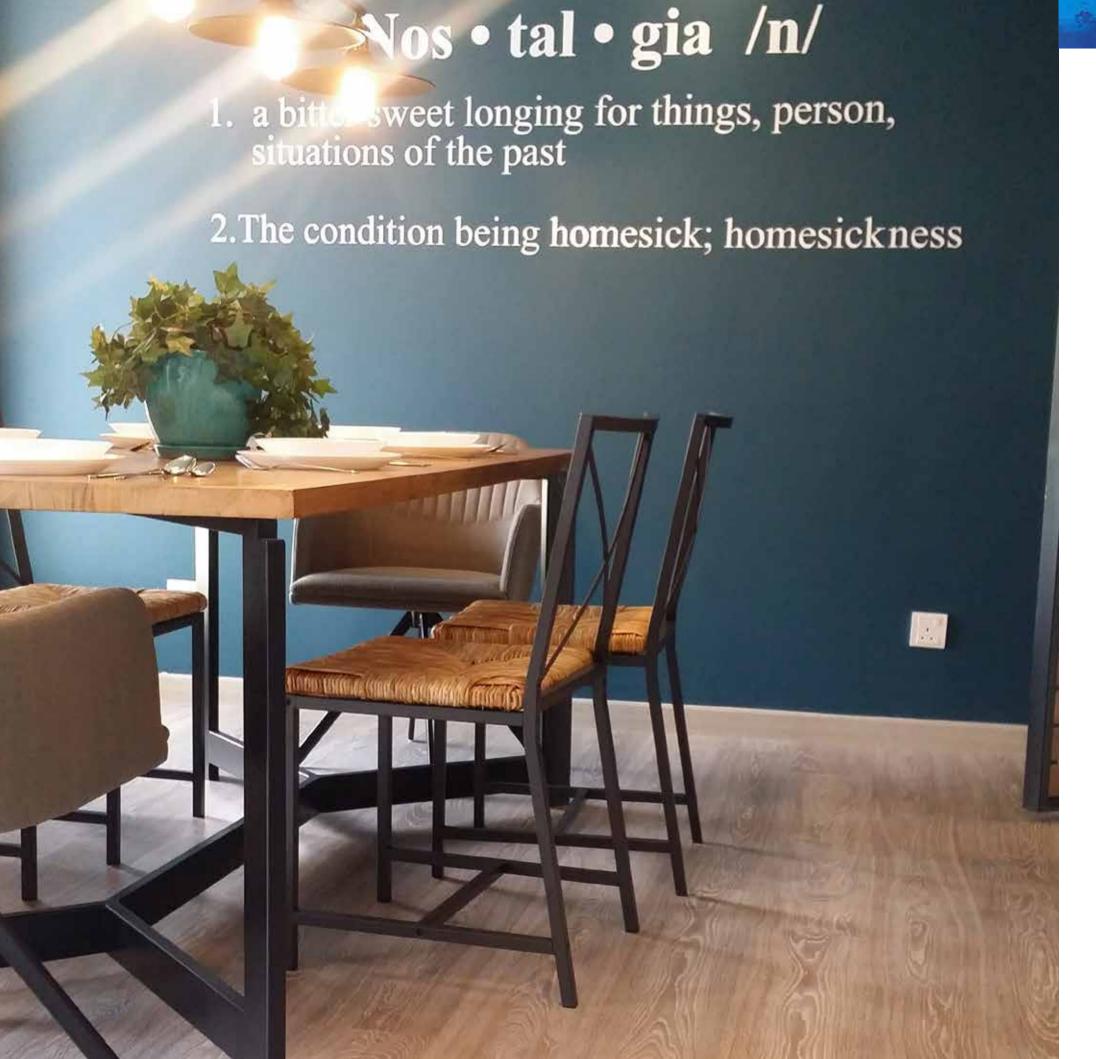
This year, the company collaborated with Panasonic - which chose Fire Fighter's Fire objective is reflected in the *Tagline – One House*, Extinguishers as a gift set for its own customers purchasing air-conditioner *EcoNavi* and Inverter units in the home segments.

government to promote green awareness among developers has seen a new trend emerge in the market. This trend will drive greener alternatives for the company's fire protection products Fire Fighter's reputation among its customers and systems. Thus Fire Fighter will continue to meet these market trends.











**Brand Excellence in Floor Solutions – Laminate Covering** 

#### Luminary Floor Laminating Specialist

Water-Resistant Laminate Flooring in Asia. With a flagship store in Petaling Jaya, its headquarters line advertising media such as billboards, in Bestari lava is well equipped with the latest in German technology. Beyond Malaysia, the company has a presence in countries such as in communicating to the public, and will spend India, Thailand, Vietnam, Singapore, Taiwan and more resources in digital and online advertising.

As a leading producer of laminate flooring in portion of its revenue generated through Malaysia as well as in Asia, the company has recommendations from clients. In the future, always been passionate about quality flooring. Inovar has come a long way in establishing its strategies which are effective. mark as a leading manufacturer of superior Water-Resistant Laminate Flooring.

Now, with the power of branding, Inovar has the nation's economy, particularly after being a expanded its product range to deliver products such as Resilient Flooring, Nano Shield Anti-Bacteria Flooring, Strand-Woven Bamboo 400 projects, with over 30,000 units built, and Flooring, WPC Decking and Wall Paneling. This is in line with the market demand and also to keep to its Brand promise to be a 'Better Floor coverings Solution Provider'.

The Malaysian-made brand with a global get value for money. reputation believes that every flooring installation is a long-term investment which each homeowner ought to be proud of. In this light, Inovar continues to meet with the strict demands of discerning home owners and developers. With hard work and dedication in mind, the company believes it can move the market via a higher level of innovative products by serving the different preferences of customers. An environmentally conscious company, the brand is also committed 
The company will expand its network to different to using sustainable resources through its raw materials to minimize the long-term impact on the environment.

#### Big on Flooring, Bigger on Branding

For Inovar, branding is a key factor for the success of the business. The company focuses on building and selling the brand instead of selling products. This strategy has contributed to business sustainability through both good and steadily.

The company has taken many branding initiatives Founded in 1996, Inovar Malaysia is the pioneer of to develop the brand. Over the last few years. Inovar explored branding through above-themagazine and radio ads. Inovar predicts that digital and online channels will become vital However, the best branding for Inovar is still word-of-mouth advertising - with a significant Inovar will continue to invest in advertising

> As a well-known brand in Malaysia, Inovar has successfully contributed to a solid thrust factor in strong player in the market for over two decades. The brand has successfully completed almost installed laminated floorings over 25 million square feet of area size! It certainly goes without saying that when it comes to flooring, Inovar is known for long-lasting quality products with better performance – ensuring customers they

#### Set towards a Shiny Future

Today, Inovar has successfully created its own path to become a leader in the manufacturing of super Water-Resistant Laminate Flooring. As a forward-thinking brand. Inovar believes in being innovative - through its products, branding and advertising – to stay ahead of competitors.

market segments in order to grow the market share as well as continue to strengthen the relationship with existing customers. Inovar is also looking into collaborating with other industry partners in order to gain a win-win situation.

Inovar will continue to be sensitive to the needs of the market, and change strategies to cater to market demands. The brand will also continue to invest in any suitable channels that are effective slow economic periods. The act of branding in its for the brand. This will ensure the company operations has ensured that the business grows persists with its Vision - 'To Be the Number 1 Floorcoverings Solution Provider in Malaysia through People of Integrity and Passion'.













Brand Excellence in Fashion - Textile and Apparel

#### The 'Magic Carpet' in Brand Evolution

trading business as a carpet seller. It was founded by the late Mohamed Jakel Ahmad, who Allahyarham relocated his business to Segamat, discernible niche in the market. Johor, renaming it Jakel Trading.

throughout Malaysia. Its Vision, One State, One Business Awards which was bestowed in Dubai, Branch, was achieved in record time. Today, with flourished to become a renowned textile retailer philosophy of emphasizing on 'one-to-one industries. service' has brought about spectacular results something to look back at an be proud about.

The commitment of lakel to innovation, quality and fashion trends has always orbited the brand as its primary objective; in fact it is the sort of experience at all its outlets.

Kain, Ingat Jakel, has translated into inspirational sales that have only increased year after year. It is most definitely no coincidence that the sale of Jakel textiles for the calendar year has surpassed the billion-ringgit mark. Such praiseworthy attainment, amongst a host of others, was duly recognized by both The Federation of GCC Chambers and The American Leadership Investments. Today, 32 years later, Jakel has Development Association when they awarded the physically evolved from a humble textile shop Jakel Group with The International Brand of the into a lustrous textile mall. The Jakel Mall was Year Award in London recently.

### **Trans-Generational Leadership of a Brand** at its 2015 World Awards). The Jakel Mall currently

In the grand pursuit of transcending into soon unveil a 4-Star syariah-compliant hotel that an ageless brand, Jakel, as an organization, will be situated alongside the Jakel Mall in a 1.35 transitioned smoothly via the passing of the million sq. ft. integrated retail enclave – rightfully baton from the Founder to the Heir Apparent named Jakel Square.

by way of good business fundamentals and a The origins of Jakel as a brand dates back to calculated succession plan. Datuk Mohamed January 1983 when it made its debut in the Faroz bin Mohamed Jakel, the present Managing Director/CEO of the Jakel Group, whose strategy of transforming Jakel into a more globally centred started the trade in Muar, Johor. Two years later, business, has enabled the brand to carve a

His leadership saw him awarded, Global The 1990's saw the expansion of Jakel Trading Entrepreneur of the Year at the Middle East U.A.E. last year and was followed with recognition 21 branches in Malaysia, Jakel has organically by Malaysia's Leading daily, Utusan Malaysia, who conferred him the Entrepreneur of the Year carrying a broad spectrum of fabrics which meets Award at its premier Utusan Business Awards the needs of consumers from every income group lately. His achievements was further recognized in varying degrees. Jakel provides the very highest when he was honoured as the Retail Entrepreneur quality textiles which are imported directly of the Year at the Pangkor Dialogue by a jury from all continents of the world. The brand's comprised of Nobel Laureates and captains of

Truth be told, the strength of the Jakel organization is the family. The late Mohamed **The Bedazzling Shine of Unremitting Commitment** Jakel had 12 children who are currently holding various positions in the Group and they are directly involved in the day-to-day running of the business. The unified front and relentless devotion that has earned the brand more than hard work has garnered numerous forms of 20 international awards for exquisite designs; accolades. The Jakel success has been recognized service par excellence and favoured customer by numerous international organizations like the Malaysia Book of Records, the ASEAN Retail and Franchise Federation (ARFF), HR Asia, the United The establishment's corporate Tagline, Ingat Nations Global Compact, The World's Best Brands Foundation and many more.

> From its humble beginnings of having just two employees, Jakel has blossomed into a sizable organization of more than 30 subsidiaries with 6000 employees involved in multiple fields including Property Development and Property awarded the Largest Textile Mall in the World title (conferred by The World's Best Brands Foundation features brands from all over the world and will











#### YEARS OF ........ ...... **PASSION**

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More than





#### Putting the Heat in Water Heaters

Joven has been a credible name in innovative hot showers for over 35 years. Joven Electric Co. Sdn. Bhd., the brainchild of Founder, Mr. James Y.G. Tan, was established on 12 October 1983 and is the first household brand to manufacture and towards its branding processes: First, Products produce water heaters in Malaysia.

Joven always delivers new & innovative, highquality and safe water heaters as well as home training given, the operating system becomes appliances to meet customers' needs. In 2013, smoother as its staff are knowledgeable of every loven was recognized as the 'No. 1 Malaysian process and task. Third, Process in manufacturing Brand in Water Heater' by IPSOS Research.

As a manufacturer, Joven is ISO 9001 accredited for its quality management system and all The brand reaches out to the market via a products are tested and approved according to international standards by SIRIM (Malaysia), IECC (Singapore), PSB (Singapore) and TISI (Thailand). worldwide. Among the export countries are Sri Lanka, Brunei, Laos, Maldives, Indonesia, Myanmar, Vietnam and Fiji.

#### Revolutionizina Advancement

attributed to its strong Culture of Innovation. advantage of competitive pricing.

and introduced its Inverter Pump as well as Heat Elevator technologies for storage water heaters. domestic water pumps for households being on the core discipline of the brand. its ever-growing list.

#### Gearing up towards Longevity

Being a pioneer brand and manufacturer of water heater in Malaysia for over 35 years, Joven strongly believes in branding for sustainability. A markets - becoming truly global.

brand is not merely a name - for the very nature of being a true brand covers the entire spectrum of the company – from its product lines, people & services right down to the feelings & perceptions orbiting it.Joven takes the '3P's Approach' are manufactured accordingly to standards and are of quality, reliable, innovative and safe for the market. Second, with the right People and proper which follows proper procedures in R&D, production, testing and delivery.

proper branding and integrated marketing plan that covers above-the-line and below-theline advertising run yearly. Specifically crafted Its products are exported to over 12 countries media options tailored to TV, radio, newspapers, magazines, websites, billboards and the cinema Thailand, Singapore, the Philippines, Cambodia, are used to raise Brand Awareness and top-ofmind recall. It has also taken a more international approach with markets building in Thailand and Singapore – where the brand is popular brand **Continuous** with consumers.

The success of Joven as a household brand is Joven also places importance to service as it believes service is core to sustainability. It is the Historically, it was the first ever locally produced first company to introduce service-at-the-doorstep water heater to introduce the Stepless Electronic for water heaters and strives to give customers Power Control (which allows the smooth the best Brand Experience with its network of transition of temperature levels) at the added service and branches throughout Malaysia. To ensure that the Brand Image of Joven stays fresh and contemporary, the brand revamped In 2010, Joven adopted the 'green approach' its logo in 2008 and introduced a new mascot, the humanoid lovey, which represents the 'spirit of Joven': Jovial, Versatile and Network. A new Its product range is expanding by the day to Tagline, Bringing Innovation Home, was also used encompass more than just water heater and to replace the old Tagline, Every Home Deserves water purifier systems – with ceiling fans and One, due to its reinforced focus on Innovation as

> In the pursuit of entrenching itself as a heritage brand, Joven will continue to produce quality, reliable and safe home appliances for the generations to come as well as develop its export













Brand Excellence in Fashion - Premium & Bespoke Suites

#### Orbiting the Zenith of Fame

Master bespoke apparel specialist, Lord's Tailor Consequently, Lord's has been able to stay boasts of a clientele that comprises of the who's relevant in the highly competitive fashion who of the country and international brand personalities – the likes of the late Muhammad Ali, Mel Gibson, Shah Rukh Khan, Dato' Jimmy designs and concepts. In this light, the brand has Choo and many others.

heavyweight boxing champ, who gave Lord's its includes ready-to-wear pants and suits as well break in business. It was 1976 and the boxing as a wide range of accessories that have been champ was in Kuala Lumpur for his showdown sourced from abroad to complement its ready-towith Joe Bugner. Wanting a suit to be tailored, wear collection. Ali went to Lord's, then known as Groovy Apparel, and this momentous occasion was featured by all Lord's has expanded its marketing activities to the newspapers in the country.

Business picked up as a result of the publicity generation which are more fashion savvy. These and the Founder. Robert Loh and his wife. Lee Lee, decided to change the name of the brand from Groovy Apparel to Lord's Tailor, a name that is more befitting with the status of a bespoke Malaysia. premium apparel brand. With the name change, Lord's has grown on to become the leader of the 40 years.

#### A Symbol of Class

A well-cut suit is one of the best investments this philosophy, Robert and his team of master no matter the shape or size.

Truth be told, it is the ability to suit the needs Being a family-run business, Robert and Lee Lee of customers has led Lord's to become personal tailors to many leaders such as Tun Dr. Mahathir, 1970s.

focus on quality, from the beginning to the end - sector. richness of fabrics, exquisite perfection of the cut, the innate talent in selecting colours and even its business card implodes with creativity! The brand within every step of the tailoring process.

#### A Sustainable Trendy 'n' Stylish Brand

industry by keeping abreast with new fashion trends and even introducing breakthrough also branched into ready-to-wear merchandise and in 2013 officially launched its first ready-to-In fact, it was the late Muhammad Ali, the wear store in Pavilion KL. The novel product range

> include a series of fashion shows to showcase its collection to the public – especially the younger shows have been a success and received positive feedbacks – giving Lord's the impetus to further establish its brand as a leading fashion house in

In order to manage the expansion of the industry and sustained its business for the past company. Lord's has increased its efficiency by hiring more staff and implementing a new ERP system that will improve tracking of orders and costs of production. It has established a new manufacturing arm that is able to produce on a in fashion a man can have and capitalizing on larger scale using line production methodology. This new manufacturing department consists of craftsmen have been skillfully engineering the two production teams specializing in shirts and fabric to fit and flatter the body of its customers. pants and allows Lord's to produce all its products in Malaysia and to monitor the quality closely.

have duly mentored their children to take Lord's to the next generation – even though they are still who has been a loyal customer of the brand since actively involved in the running of the business. Kenny, the eldest son, is the Chief of Lord's, while his sisters, Olivia and Vicky, as well as brother-The iconic characteristic of Lord's Tailor is its in-law, Wilkins Leung, are in charge of the retail

Moving forward, Lord's will continue to focus on bringing greater awareness to its ready-tois unique in many aspects – particularly in the wear collection and plans to open two more minute attention given to details internalized retail stores in Kuala Lumpur and move on to neighboring countries such as Indonesia, Singapore and China.











**Brand Excellence in Education - Pre-School** 

#### Research-driven Education

O-dees Worldwide Edusystems (M) Sdn. Bhd. is the leader of preschool education in Malaysia. Driven largely by its research findings which suggest that 70 per cent of a child's intellectual capacity is formed before the age of seven, the passionate educationalist brand has ventured into a revolutionary pre-school education system.

Its early childhood programme includes highly effective, holistic and fun-filled programmes meant to stimulate a healthy sense of curiosity, a passion for learning and to instil strong moral of education, Q-dees has inspired and impacted the values in young children.

The management team comprises of a group of professionals with corporate expertise, academic background, IT skills, resilient entrepreneur skills and hands-on experience supported by a strong Foundation and Q-dees Love to Life which are R&D department. With 40 per cent of the workforce three holistic and high-quality programs. initiating R&D initiatives for its programmes, the spotlight is on delivering world-class education. With more than 180 centres throughout Malaysia, Q-dees has expanded its wings beyond the Malaysian borders and has established centres in programme called Q-dees Scholars. This is achieved Indonesia, Bangladesh and the Philippines.

The commitment of Q-dees to deliver top-notch education beyond preschool levels as the brand is on a quest to empower young minds to embrace lifelong education and become future-oriented citizens who are connected to the real world. Over the years, Q-dees' preschools have prepared more than 200,000 students for private, public, Chinese and international schools. The brand's this would enhance and fortify regional market unique methodology is designed to encourage connections between interrelated knowledge that makes complex learning simple.

#### A Brand Presence across Platforms

Acknowledging that branding initiatives are essential to bring its brand forward, Q-dees has carried out initiatives to maximize presence on and to take its network beyond the Malaysian social media and airtime on the radio network as borders. To facilitate this, Q-dees' dedicated well as through ASTRO channels.

highways in Malaysia. Q-dees has also driven its education in its schools. brand further through active participation in trade

shows and franchising recruitment to expand its brand network in Malaysia and abroad.

Today, Q-dees is known as a regional forerunner in innovative Early Childhood Development and is ready to meet the world's changing needs. Its strongest branding exercise lies in its scope of research that reflects the breadth and depth of the approaches practised to some of the most effective teaching and learning for students.

Through dedicated and continuous R&D initiatives to stay relevant with the ever-changing landscape education industry, consumers and community.

Being made up of educators first and foremost, the brand has continued to empower its students through the Q-dees Foundation, Q-dees Enhanced

A forward-looking educational establishment, Q-dees Starters preschool students are able to smoothly proceed to a primary school enrichment by the brand's Continuous Learning Pathway which has further strengthened its brand name.

#### Moving towards A Global Initiative

In line with the brand's aspirations to continue to be a leader in preschool education and to bring Q-dees to greater heights in the future, its plans include the aggressive mobilization of a global branding initiative. The company believes penetration as well as boost its global presence - getting closer to its ultimate objective of being recognized as a global leader in education.

With 25 years of excellent track record in the education industry in Malaysia, the company also conducts master franchising campaigns to expand team of researchers is constantly on the lookout for current global standards and trends, not to Its Brand Presence is apparent through billboards mention taking into account the learning cultures and gantries that are seen on major roads and of different countries - for the betterment of









## VERTAS design-group







The VERITAS Design Group was founded in 1987 upon the principles of constant innovation and a commitment to quality.

Today, the VERITAS Design Group is led by its Group Principals' involvement at every stage of each President, David Mizan Hashim, and Principals, Lillian Tay, Azif Nasaruddin, Ng Yiek Seng, Azril Amir Jaafar, Zainal F. Abdul Aziz, Edward Chew, & drafting work and continuous investment & Eric Tham, Shah Jaffar, Shamsuddin Wahap, training in the latest CAD technology has ensured CK Tang, Richard Raymond and Anton Alers; a greater level of coordination and attention to plus is backed by a team of over 330 qualified detail. professionals and specialized support staff.

Though VERITAS started out as an architectural certification for 'the provision of architectural practice, it now offers a full range of supporting design, consulting and contract administration/ design services through subsidiary and associates companies. Interior design services are provided by VERITAS Interiors Sdn. Bhd., landscape design services are provided by VERITAS Landscape 14001:2004 and OSHAS 18001: 2007 certification. Sdn. Bhd. and planning services are provided by Its ISO-certified work procedures and design VERITAS Planning Sdn. Bhd.

The firm's Head Office is located in Kuala Lumpur, resulted in innovative and award-winning designs with a Branch Office set up in Georgetown, Penang, to handle work in the Northern region future. and in Johor Bahru to manage work in the Southern region.

#### **Pressing forth beyond Borders**

Although much of its work has been in Malaysia, VERITAS is undertaking an increasing amount of the firm have been published widely in both local

VERITAS established its first international office academic and professional forums. in Dubai in 2005, followed by another in Ho Chi Minh City in 2007, in Melbourne in 2010 (led by Anton Alers), Mumbai (led by Pawar Mahendra),

established with the intention of rendering professional quantity surveying services. In context. 2010, Veritas Environment Sdn. Bhd. (VSBE)

Comprehensive Expansion alongside Constant was established to provide sustainable design consultancy services with its team of GBI engineers led by CK Tang.

#### **Defined by Sheer Excellence**

The success of VERITAS can be attributed to the project and the dedication of its support team. Furthermore, the computerization of all design

In 2004, it received the MS ISO 9001:2000 management services for all types of building projects'. In 2010, it upgraded from ISO 9001:2000 to ISO 9001:2008; and in 2013, it received the ISO processes, combined with a corporate culture that emphasizes teamwork and efficiency, have which definitely meet the global demands of the

As a result of these capabilities, VERITAS has been honoured over the years to serve a distinguished number of local and international clients. The completed works and award-winning projects of and international media and the principals have presented their works and ideas at numerous

VERITAS has adopted a flexible and adaptable approach to handling projects, tailored to and Portland in 2012 and Al-Khobar, Saudi Arabia, respond to the specific needs of each particular project and client. The firm's work is marked not by a fixed stylistic signature, but rather by a In mid-2008, VERITAS Contracts Sdn. Bhd. was consistent approach inspired by the principles of good design and a sensitive response to site and











### **WIRTGEN GROUP**

#### Safely Paving the Road to Success

The Wirtgen Group is an internationally traditional product brands, namely:

- & recyclers for road construction plus quality a trusted strategic partner. & technology trendsetter in slipform pavers and surface miners
- pacesetter offering a complete range of pavers, paving screeds & feeders
- in asphalt compaction
- the mobile crusher & screen market
- leading asphalt mixing plants
- innovative solutions in the road and mineral technologies business sectors.

Wirtgen Malaysia is a member of the Wirtgen Group which has been operating in the Asian market for more than a quarter of a century. respectively. Having starting out as a sales and service company, it now supplies innovative and market- Other supporting initiatives include organizing driven machines to the industry and has an extensive service network which can respond directly at the job site or workshop.

its debut has led it to become a subsidiary of the Wirtgen Group. Through the years, Wirtgen Malaysia has underlined its role as a reliable for Pan-Borneo Highway, Sabah (15 November partner for Road & Mineral Technologies in the 2017). local region. Offering customized solutions for all manner of applicants, the brand has fostered a close partnership with its patrons - providing them with targeted support around the clock simultaneously living up to its pledge of being Close to Our Customers. Undoubtedly, this has allowed Wirtgen Malaysia to reach out to more across the nation.

#### Technology Value Creation Brand

Over and above supplying pavement machineries,

Wirtgen also works closely with its clientele in multifarious areas with regard to the operating group of companies in the construction implementation of the latest advancements equipment industry. Its strength lies in five in technology. These technologies yield both commercial and competitive advantages to its 1. WIRTGEN – Market leader in milling machines customers and entrench Wirtgen even further as

A good example of Wirtgen's technology is 2. VÖGELE – Global market leader and industry the support given to road contractors' day to day operations. Wirtgen has total solutions to address effectiveness of machinery, manpower 3. HAMM – Roller specialist and the world No.1 competency and competitive maintenance cost - which are key elements for success in 4. KLEEMANN -Universal technology leader in the business. Wirtgen's latest innovation is the development of a specific equipment/machine, 5. BENNINGHOVEN - Builder of the world's the Waterjet paver, which helps to improve the construction process and quality for road-base 6. All these brands offer reliable and layer. To ensure that its customers are well versed in the application of its latest technologies. Wirtgen conducts training programmes - more specifically application training programs and operational competency training programs for 'white collar' and for 'blue collar' workers,

ioint events with IKR and IEM on pavement technology to achieve required IRI (as stipulated swiftly and reliably - providing technical support in JKR's Standard Specification for Road Works); the demonstration of new technologies such as fine milling, VTO, CIPR-Foam, and etc.; the Wirtgen Malaysia's excellent performance since launching of the WaterJet paver and seminars – jointly organized with LBU for the Pan-Borneo Highway, Sarawak (6-7 July 2017) and with BHP

#### **Future Gaze Powered by Unyielding Commitment**

Wirtgen's Tagline, Close to Our Customers, sees the brand providing support in the 3S (Sales, Service & Supply) of spare parts within the scope of its business. The group also takes on ancillary initiatives such as application support and clients and expand its footprints organically training tailor made to assist strategic customers and associates in building a more sustainable business model that ultimately is benefitting to the industry sector in Malaysia as a whole.









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The BrandLaureate - SMEs BestBrands™ Awards 2016-2017 9th Edition: November 2017

Published by:
BrandFirst Sdn Bhd
39 & 41, SS21/60, Damansara Utama, 47400 Petaling Jaya, Selangor
Tel: 603-77100348 Fax: 603-77100350 Email: info@thebrandlaureate.com

Printed by:
Percetakan Skyline Sdn Bhd
35 & 37, Jalan 12/32B, TSI Business Industrial Park,
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