

INNOVATE TO INVIGORATE
YOUR BRAND



THE BRANDLAUREATE
PROMINENT
—BUSINESS BESTBRANDS—
AWARDS 2018





THE ASIA PACIFIC BRANDS FOUNDATION

Founded in 2005, the Asia Pacific Brands Foundation (APBF) is the world's only branding foundation and a non-profit organization dedicated to developing brands in a myriad of business backdrops. Led by its Patron, H.E. Tun Dato'Sri Haji Abdullah Ahmad Badawi, the fifth Prime Minister of Malaysia, together with a Board of Governors who are experienced captains of industries and established brand icons.

The brand is the business and the business is the brand sums up the importance of brands and branding in today's business landscape. Brands are the 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 therefore crucial that organizations realize the importance of brands and branding.

Likewise, consumers must also be educated and informed on the qualities of good brands and best branding practices. This where the APBF steps in to develop the art and science of branding.

The APBF takes an active role in identifying and nurturing outstanding 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, combines with good practices will give brands the edge in this competitive environment.

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

In 2017, it launched The BrandLaureate World Special Edition Awards in Ho Chi Minh City, Vietnam followed by Singapore and Hanoi in 2018. The APBF continues its global journey as it brings this prestigious Award to the world, providing brands with a platform to stamp their mark internationally.

Never one to rest on its laurels, the APBF has embarked on new initiatives such as the publication of its brand magazine, quote books and e-learning courses. With a brand gallery that houses over 400 international BrandLaureate personalities at its headquarters in Malaysia, the APBF is a branding powerhouse that never sleeps as it continues to motivate, encourage and inspire brands to achieve brand excellence and become global brands of distinction.



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THE BRANDLAUREATE —PROMINENT —BUSINESS BESTBRANDS— AWARDS 2018

INNOVATE TO INVIGORATE YOUR BRAND

It has been noted and validated that consumers choose brands that have strong brand leadership and identity as their positive perception generates the trust in consumers. And in the market place, where we are inundated with zillions of brands, choosing one that we can trust is very difficult. The safe way out is to identify those that have strong brand identity and presence. In most instances, these brands meet the needs of consumers and add values to their lives with their positive brand attributes.

In the competitive business environment, brands that fulfill their brand promises are those that have the added edge and these brands have through the years become established and prominent brands in their respective industry.

Achieving the level of prominence is not an easy task and definitely not an overnight success. Rome was not built in one day, hence these prominent brands have built their leadership through the cycle of time by perfecting their craftsmanship in branding.

They are prominent as they are always at the forefront with their innovation. Prominent brands are those that never sleep, they are forever on the go setting new trends that excite and arouse the curiosity of consumers. With its strong innovation culture, the brand is forever being invigorated and that is what differentiates a strong, established and prominent brand from the others.

Brands must continuously invigorate if not they will lose their appeal. When that happens, it means the

end of the road for them and if they want to sustain their leadership position in the community, they have to innovate to invigorate. There is no two way about it as consumers are always attracted to new and refreshing trends.

Mercedes Benz is a good example of how its innovation culture invigorates the brand. Every new model sees new innovation that gives the car a stronger performance and appealing feel, one that consumers aspire to own as it is not only a symbol status but a source of inspiration. Prominent brands are able to inspire and aspire in one breath; and they occupy prime position in the minds of consumers and are always in eye view because they are dimensional, dynamic and distinctive, that is why it deserves the eminent title.

Prominent brands are market leaders with a wide international footprint and network. They understand the importance of a strong networking system as it will help facilitate the progress of the brand. While guarding one's turf is important in business, having the necessary network, connections and relationship or "Guanxi" is equally important to build on the brand sustainability.

The Asia Pacific Brands Foundation launches The BrandLaureate Prominent Business BestBrands Awards 2018 in celebration of brands that have rose to prominence through their passion and dedication in branding.

THE TROPHY

Like the Award, the trophy is a testament of the brand's success and its leadership position in the industry. Only brands that have achieved great prominence through the years are worthy of this distinctive trophy which is a symbol and mark of brand excellence.

The trophy is specially crafted to reflect the eminent stature of the Award and its theme Innovate to Invigorate. The design is a work of art and its creativity stem from the concept of a torch guiding the brand to its destination with its light and at the same time invigorating the brand with its light. The BrandLaureate's emblem sits on the top of the trophy representing the pole position of the brand and its leadership position.

The body of the trophy is a strong and sturdy tree trunk and engraved on it are joining strands, which reflect the strong network the brand has and its ability to penetrate these networks to build on its sustainability. In business, networking is an important element to expand one's market reach.

The joining strands also reflect the maturity of a tree trunk and its strong foundation, which is characteristic of prominent brands that have survived all odds to arrive at their dimensional, dynamic and distinctive position.

With the trunk as the solid base, the brand is able to expand its presence throughout the world and its leadership positioning which is seen in the Mandarin calligraphy of LEADERSHIP is safely engraved on the body of the trophy.

The success of the brand is further endorsed by The BrandLaureate's emblem, as only the best and most prominent are deserving of this prestigious Award.





First and foremost, allow me to congratulate you for being the crème de la crème and chieftains of your respective industries by segment. Malaysia cannot thank you enough for lending your strength to its booming commercial and economic greenhouse while promoting business practices of the commendable sort.

Specialized Awards of this genre hints to the fact that there exist niche sectors within the complex organism of trade and commerce in the nation. This is a natural consequence derived not only from the diversity of business natures and supply and demand, but also from the unique multi-ethnic and multicultural landscape of this blessed motherland. The more specialized an award, the more critical the qualifiers and the more intricate the vetting process will be. This speaks volumes as to the quality of awardees present for this inaugural ceremony.

What I am seeing here at this prominent gala gathering is the potential for such niche brands, champions in this country, seasoned and aptly equipped to rise up and be equally competitive in the global domain; particularly in their respective spheres of expertise. Global competency is the standards to be expected in the ecosystem of a super connected and an ever shrinking world. Consequently, a brand from any point of origin has an equal potential to impress the ultimate sphere; and where possible, even help shape it. In the same stride, the standards that define it as a first-rate brand become equally trans-continental and global, both in nature and in reach.

What this essentially means is the recognition earned tonight is amplified beyond the borders and coastlines of this nation; worthy to stand independently as global icon and brand. This is ought to be the secret desire of every award-winning business; to be able to stand tall anywhere in the world. I would personally like to see home-grown and Made in Malaysia brands draw out the ‘oohs and ahhs’ anywhere in the world; and tonight is a great time as any to start.



**Y.A.BHG TUN DATO' SRI HAJI
ABDULLAH AHMAD BADAWI**

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PATRON
THE ASIA PACIFIC BRANDS FOUNDATION

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**H. E. TUN DATO' SRI HAJI
ABDULLAH AHMAD BADAWI**

THE BRANDLAUREATE
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The Asia Pacific Brands Foundation (APBF) bids you welcome to The BrandLaureate Prominent Business BestBrands Award 2018!

The Theme of this inaugural Award, *Innovate to Invigorate Your Brand*, resonates with me on several levels.

I have constantly believed that innovation does the chunk of the work when it comes to branding. Living in an era where what is trending draws the most interest, and ‘what’s next’ siphons the heat of excitement, I am in absolute accord that brands too cannot be deprived of this sense of enlivenment. Who among you is not keen to find out what the features of the new-mode hybrid automobile, or how the next phablet can outdo the existing one, or indulge in the fluidity and dimensions of operation of the next software OS, or savour the latest apps in the market, or brace the echelon of cinematic experience or even dive into the interactivity intensity of the next cyber-pet?

The innovation of today, if it does what it set out to do suitably and effectively, defines and positions a brand in such a way that even time cannot erase. If you do not believe me, just take a look at the brands we have deemed as ‘vintage’. Each and every one of them was the pinnacle of innovation during their time, be it in terms of style, class or features. And the ‘wow factor’ of these brands has remained undimmed ever since. In essence, the innovation that the brands of the past implemented recharged them as a mechanism to unyielding greatness.

So this goes to illustrate that innovation is undoubtedly not just an invigorator of brands, but in a manner of speaking, its Fountain of Youth as well; turning a brand evergreen and timeless...immortal. Let me encourage you winners, foremost brands and skippers of industry, to never stop innovating. If possible, inculcate this culture of innovation as part of your brand’s lifestyle and make it an integral component of your business routine.

Remember, if innovation can win wars, it most certainly has the capacity to make your brand a victor!



**Y.BHG. TAN SRI RAINER
ALTHOFF**

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CHAIRMAN
THE BRANDLAUREATE

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Y.BHG. TAN SRI RAINER ALTHOFF



Well done to all the winners of the covered The BrandLaureate Prominent Business BestBrands Award 2018! As the forerunners of this prestigious honour, you will set the benchmark in this genus of recognition for a long time to come.

It has always been my heart's desire to impel the brand-definer that is the Asia Pacific Brands Foundation to seek out and recognize achievers and leaders from a broad spectrum of fields by way of unique and specialized awards which are tailored to be dedicated and inimitable. What we have here tonight is the realization of yet another aspiration which has come to pass in flying colours. Coming from a fellow leader, take it from me that you are without a doubt the chieftains and captains of your industries!

The vantage point whence greatness lands at your feet makes all the difference. Every brand desires to be admired and praised. But as the adage 'blowing one's own trumpet' may imply, self praise is no praise. But to be given the seal of approval and prestigious recognition by a name that is a veteran in the grand coliseum of brands and branding is something else entirely! Acknowledgement of this capacity only comes once in a blue moon and I cannot emphasize enough how privileged it is to have you here tonight!

Innovate to Invigorate Your Brand is our Theme for this Awards Gala and this by design suggests continuity, not in monotony, but with a Refreshed, Rejuvenated and Revitalized zest! The power of innovation cannot be undermined as it titillates the very basic and curious nature of humanity; while at the same time injects energy and spirit into brands. The effects of this are far-reaching. The brand becomes a prominent brand. It is always at the forefront, being both driven and fuelled by innovation. It will never sleep – exploding with ideas and setting new-fangled trends that excite and arouse the inquisitiveness of patrons.

Tonight, it is the Award Trophy that brought you here. But you will leave this hallowed hall with much more than that. Look around you and soak in the powerful vibes of achievement – be motivated and know that you are not alone in this odyssey of excellence – you will never be the same again! Appreciate the strong Innovation Culture: this is a revelation of branding. With all of this, how you perceive your brand will automatically change. Your brand will lose its static feel and come alive!

I would also like to leave you with the promise of greater things to come – for such is the inevitability of innovation! For now, enjoy the night. Remember, tomorrow is overflowing with possibility –so as long as you put on your spectacles of innovation to see it. Enjoy the night – it is PROMINENT; become the night – that is INNOVATION!



DR. KKJOHAN

PRESIDENT
THE BRANDLAUREATE . . .



DR. KKJOHAN

THE BRANDLAUREATE PROMINENT —BUSINESS BESTBRANDS— AWARDS 2018

Prominence. I definitely like the sound of the word. It explodes with professionalism and eminence! What is more is the occasion to reconcile such a powerful noun with brands of like calibre – brands such as yours further galvanized by an imposing status instated by the Asia Pacific Brands Foundation (APBF).

The driving force for brands in the grand aquarium of branding is the innate need to excel and be the best. Being the best, i.e. a 'Prominent Brand', grants the brand a myriad of advantages. This status is destiny etching. It is groundbreaking. It is pacesetting. It is industry defining. Being a paramount brand also grants the victor an unsaid (but well-earned) right to shape the trajectory of the very industry – both through conformity and emulation. A brand that is well-ingrained is essentially a brand that is securely set on the path of the evergreen.

Prominence. The very word orbits a champion brand like the Moon encircles the Earth – bestowing it with a shimmering light that testifies of round-the-clock greatness with legacy imbuing qualities. If you ask me, prominence is not a one-time attainment, but a state of being that is ever active at the pilot seat. I like it like that because sitting still gathers dust whereas the act of jumping out of the laurels of success to even greater heights is simply thrilling!

Indeed, soundly entrenched and duly recognized prominent brands are not conformed to being inward-looking as they bear the magnanimous mantle of guiding the entire industry, sprinkling kind service to the community and nation along the journey, in short, impacting every layer of the business equilibrium effectively.

Prominence. The BrandLaureate Prominent Business BestBrands Awards 2018 is an indicator that your brand has definitely engraved a name for itself upon the shimmering trophy plate of exquisiteness. You have taken your positions as winners and with it come the mantle of leadership for your area of operation, industry, community and nation. A prominent brand is lauded by all; feverishly envied by competitors who assess every vantage and secretly aspire to follow suit down to the last letter. A prominent brand creates a lasting impression – and fashions the superlative mould for generations to come.

Thus prominence does not end with the receiving of this fashionable Trophy. Rather, it begins. Brace yourselves for exciting times ahead – and let it commence here tonight – and what a classy beginning indeed if I may say so myself!



CHEW BEE PENG

CEO
THE BRANDLAUREATE



CHEW BEE PENG

INNOVATE TO INVIGORATE YOUR BRAND

DR KKJOHAN

THE BRANDLAUREATE
MOST EMINENT –
PROMINENT BRAND LEADERSHIP AWARD



THE BRANDLAUREATE
PROMINENT
—BUSINESS BEST BRANDS—
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**MOST EMINENT
BRANDLEADERSHIP AWARDS**



THE BRANDLAUREATE
MOST EMINENT – PROMINENT BRAND LEADERSHIP AWARD

THE BRANDLAUREATE
PROMINENT
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Man of Steel

Tan Sri Lim Hock San signaled his early promise when he gained a first class Bachelor's degree in Civil Engineering from the University of Wales in 1982. That same year, he won the second prize in the British Steel Corporation Competition for Design in Hollow Steel Section. He soon returned home to focus his energy on the family businesses and after decades of gaining valuable insight, he was appointed Managing Director of LBS Bina Group (LBS) in 2001. He grew the family business into a prominent property development in Malaysia, even going beyond and expanding the business further, delving into both insurance and tourism.

Tan Sri Lim 's excellent business foresights, technical expertise combined with over three decades of management experience have positioned him as one of the most respected leaders in the property developing industry. Under his leadership, LBS and its subsidiaries have grown and developed as one of the major players in the field of property development.

Entrepreneurial Spirit

To list a few of his exemplary accomplishments, he is a recipient of the inaugural The Platinum Entrepreneur Award by SMI Association of Malaysia in 2011, has been awarded the prestigious Entrepreneur of the Year 2012 by Asia Pacific Entrepreneurship Awards (APEA) and won the Malaysia Best Company for Leadership of the Year 2014 by International alternative Investment Review (IAIR) Awards for his outstanding entrepreneurship, leadership and achievements in raising the profile of the Company in the country and abroad.

A passionate and active advocate of social and community work, Tan Sri Lim takes a leadership role and commitment to philanthropic causes which is reflected in his positions on various boards of charitable organisations. He serves as a President of the Federation of Malaysia Lim Associations; President of Malaysia-Guangdong Chamber of Investment Promotion; the Vice President of Fujian Overseas Exchanges Association Fifth Council; President of the Malaysian Chamber of Commerce and Industry in Guangdong, China and many more.



YBHG TAN SRI LIM HOCK SAN
Managing Director of
LBS Bina Group Berhad



钢铁侠

丹斯里林福山在1982年获得威尔士大学土木工程一级学士学位时，许下了他最初的承诺。同年，他获得了英国钢铁公司空心钢设计竞赛的次奖。过后他很快就回家，将精力集中在家族事业上。累积数十年的宝贵经验后，他于2001年被委任为林木生集团（LBS）的董事经理。他将家族生意发展成为马来西亚著名的房地产发展公司，他不断超越自己，并进一步拓展业务，甚至深入研究保险和旅游业。

丹斯里卓越的商业远见、技术专长和30多年的管理经验，使他成为房地产发展行业最受尊敬的领导者之一。在他的领导下，LBS及其子公司逐渐壮大，成为房地产发展领域的主要企业之一。

企业精神

他的一些模范成就，包括成为2011年马来西亚SMI协会首届白金企业家奖的获得者、获亚太企业家奖（APEA）授予2012年度著名企业家奖。另外，他也凭着杰出的创业精神、领导力和在海内外提升公司形象的成就，而获得国际另类投资评估（IAIR）颁发2014年马来西亚最佳领导公司奖。

身为社会和社区工作的热情积极倡导者，丹斯里林扮演了卓越的领导角色，并热心投入慈善事业，也因此他成为各慈善组织董事会的一份子。他是马来西亚林氏协会主席、马来西亚—广东省投资促进会会长、福建省海外交流协会第5届理事会副总裁、中国广东马来西亚工商会会长等。

—BUSINESS BESTBRANDS— AWARDS 2018

MOST EMINENT BRANDLEADERSHIP AWARDS



THE BRANDLAUREATE MOST EMINENT – PROMINENT BRAND LEADERSHIP AWARD

A Distinguished Corporate Leader

Tan Sri Dato' Sri Hamad Kama Piah Che Othman's track record as a corporate leader speaks volumes about his business acumen and management skills. He presently serves as the Group Chairman of UMW Holdings Berhad.

Previously, Tan Sri Hamad served as the President and Group Chief Executive Officer of Permodalan Nasional Berhad (PNB) for almost two decades before retiring in 2016. During his 37-year career with PNB, he has been involved in various facets of PNB's operations, including investment and portfolio management, real estate investment and management, corporate finance and restructuring as well as unit in trust management.

Leaving A Global Footprint

Under his watch, PNB has grown tremendously, as seen in the almost seven-fold increase in its Asset Under Management from RM41 billion when he took office to RM265 billion as at August 31, 2016, delivering value creation to more than 1 million unit holders in the form of cumulative income and bonus distribution of RM123.5 billion since 1998. Under his leadership, Tan Sri Hamad had also expanded PNB's global footprint by opening

international offices in major financial capitals such as London, Tokyo, Singapore and New York.

A well-respected corporate leader, Tan Sri Hamad had also served on various boards of Malaysia's largest corporations throughout his illustrious career. Post retirement, apart from chairing the Board of UMW Holdings Berhad, he is also Chairman of E-Lock Corporation Sdn Bhd, a Director of PFM Holdings Sdn Bhd and Professional Golf of Malaysia. He also believes in giving back to society and among the causes closes to his heart are education and the arts.

He holds an Honorary Doctorate in Economics and Muamalat Administration from Universiti Sains Islam Malaysia and another Honorary Doctorate in Business Administration from University Tenaga Nasional, Masters of Philosophy from University of Swansea, United Kingdom and a Diploma in Statistics from Universiti Teknologi MARA, Malaysia. He is a Senior Fellow of the Financial Services Institute of Australasia (FINSIA), a Certified Financial Planner (CFP) of the Financial Planning Association of Malaysia and an Honorary Fellow and Registered Financial Planner (RFP) of the Malaysian Financial Planning Council.



**YBHG TAN SRI HAMAD KAMA PIAH
CHE OTHMAN**

Group Chairman of UMW Holdings Berhad

杰出的企业领导者

贵为一名企业领导者，Tan Sri Dato' Sri Hamad Kama Piah Che Othman的辉煌纪录，充分说明了他具备的商业头脑和管理技巧。他目前担任合顺控股有限公司的集团主席。

在2016年退休前将近20年里，Tan Sri Hamad曾担任Permodalan Nasional 有限公司（PNB）的总裁兼集团执行长。在PNB的37年职业生涯中，他在PNB运营的各个部门，包括投资和投资组合管理、房地产投资和管理、企业融资和重组以及信托管理单位担任要职。

在全球留下足迹

在他的监督下，PNB业绩获得大幅增长，其资产管理从2016年8月31日上任时的410亿令吉增加近7倍，达到2650亿令吉，并为超过100万单位持有人创造价值，即自1998年以来累积收入和奖金多达1235亿令吉。在他的领导下，他还通过在伦敦、东京、新加

坡和纽约等主要金融中心开设国际办事处，扩大了PNB的全球业务。

身为一位备受尊敬的企业领导人，Tan Sri Hamad在其辉煌的职业生涯中，也曾马来西亚大公司的各个董事会任职。退休后，除了担任合顺控股有限公司董事会主席，他也是E-Lock Corporation私人有限公司的主席、PFM 控股私人有限公司和Professional Golf of Malaysia的董事。他也认为回馈社会是必要的，而他心中所爱的莫过于教育和艺术。

他持有马来西亚科学伊斯兰大学经济学和Muamalat管理学荣誉博士学位、国能大学工商管理荣誉博士学位、英国Swansea大学哲学硕士学位、玛拉工艺大学统计学文凭。他是澳新金融服务业协会（FINSIA）的高级研究员、马来西亚财务规划协会的注册财务规划师（CFP）以及马来西亚财务规划委员会的荣誉院士和注册财务规划师（RFP）。





Tan Sri Lim Kok Wing was Represented by Dato Tiffany Marie Lim during the awards dinner

THE BRANDLAUREATE MOST EMINENT – PROMINENT BRAND LEADERSHIP AWARD

The Creative Educationist

Prof Emeritus Tan Sri Dato' Sri Paduka Dr Lim Kok Wing has spent the best part of his life brand positioning Malaysia in tourism and foreign investment. However, it is in the education sector that Tan Sri Lim stamped his mark.

In the early 90s, the government had embarked on a project to make the country a regional education hub. Tertiary education institutes were tasked with building the nation's economic backbone by producing highly skilled graduates with the right tools to thrive in the fourth industrial revolution.

The Lim Kok Wing Institute of Creative Technology (as it was known then) was established to play an active role enabling much needed technology transfer in the area of creative education. Lim Kok Wing Institute (Lim Kok Wing) had started to create strategic links with reputable and well-established universities and colleges in UK, USA, Canada, Australia and New Zealand. At the same time Lim Kok Wing had forged strong connections with industry to provide guidance and support to enable the right environment of learning to students.

Nurturing Young Minds

Setting up Lim Kok Wing University of Creative Technology proved to be a most successful and rewarding endeavour for him as it enabled him to grow the brand globally and gain due recognition. For more than 20 years, Lim Kok Wing University has provided young Malaysians and those around the world the opportunity to realise their dreams and ambitions. As its Founder and President, Tan Sri Lim has been at the forefront mentoring and providing guidance for these young minds to soar and achieve their dreams.

His own journey into the creative industry came when he was just 29, Tan Sri Lim started Wings Creative Consultants, one of the first few Malaysian-owned advertising agencies. It was a bold move as most advertising agencies then were foreign owned. Nevertheless, his leadership led Wings to become one of the leading advertising agencies in the country, handling many international accounts and winning many major jobs. A merger with an international communication agency led Wings to extend its business into the global arena.



创意教育家

名誉教授丹斯里拿督斯里巴杜卡林国荣博士，将其最辉煌的人生阶段奉献在建立马来西亚旅游和外国投资的品牌。另外，他更在教育领域烙下了他的生命印记。

政府在90年代初期开始实施一个项目，使我国成为区域教育中心。高等教育机构的任务是培养装备以相关知识的高技能毕业生，从而建立国家的经济支柱，以便在第四次工业革命中茁壮成长。

众所周知的林国荣创意技术研究所，其成立的宗旨是为了在创意教育领域发挥积极的角色，实现急需的技术转移。林国荣研究所也与英国、美国、加拿大、澳洲和纽西兰著名且完善的大学和学院建立策略伙伴关系。与此同时，林国荣也与业界建立了牢固的联系，为学生提供指导和支持，让他们置身于合适的学习环境。



YBHG PROFESSOR EMERITUS TAN SRI DATO' SRI PADUKA LORD DR. LIM KOK WING

Founder & President
LimKokWing University of Creative Technology

栽培新血

设立林国荣创意科技大学，对丹斯里林而言是最成功和最宝贵的成就，因为这使他能够在全球推广品牌并获得认可。20多年来，林国荣大学为年轻的大马人，以及世界各地的学子提供了实现梦想和心愿的机会。身为创办人兼总裁，丹斯里林一直处于最前沿，为年轻人提供指导，帮助他们实现梦想。

丹斯里林在29岁时进入了创意工业，并创办了马来西亚最早的广告公司之一WingsCreative Consultants。这是一个大胆的举动，因为大多数广告公司都是由外国人所拥有。他的领导使Wings成为我国领先的广告代理商之一，并获得许多国际客户的主要任务。另外，Wings与国际传播机构的合并，使Wings得以将其业务扩展到全球的舞台。



THE BRANDLAUREATE
PROMINENT
—BUSINESS BESTBRANDS—
AWARDS 2018



THE BRANDLAUREATE
PROMINENT BRAND LEADERSHIP AWARD

Visionary Game Changer

“We believe we were the catalyst that Ipoh needed at that point in time. The interest generated by The Haven has spilled over across the state and to all its industries,” says Peter Chan, Chief Executive Officer of The Haven group. He is a visionary game changer and trend setter. In taking on the challenge to build the luxury resort condominium - The Haven - in Ipoh, he had to overcome numerous challenges such as changing the mindset of the community that a condominium resort was feasible in Ipoh. He was not daunted by the challenges and took it all in positive strides. Since The Haven was completed, it has gone on to achieve numerous awards and accolades, local and international.

Rejuvenating the State

Peter’s vision of building a resort in the heart of Ipoh has put the town and Perak on the world map of tourism and convinced Malaysians and the world of the desirability of Ipoh as a destination for residence,

vacation and retirement. The added bonus is that The Haven has rejuvenated the property market in the Silver State.

“The Haven project has added great confidence to the property market in Ipoh which had been in the doldrums for many years. The market had been surprised that Ipoh could accommodate and endorse a luxury residence/ service apartment,” he says.

Peter’s strong leadership has contributed to the success of The Haven and it has attracted prospective investors. The Salim Group of Indonesia has invited The Haven to develop a similar resort on Bintan Island.

For Peter, the most important thing about being a leader is perseverance and sacrifice, without which many of our dreams and hopes would not materialize. Peter is also one leader who walks the talk and believes in leading by example.



PETER CHAN
Chief Executive Officer,
The Haven Group

有远见的关键人物

“我们相信，怡保在那段时期需要我们这群扮演催化角色的人。如今，The Haven创造的利益已延伸到整个州及其所有行业。”The Haven集团执行长Peter Chan表示。他是一个有远见的游戏规则改变者和趋势制定者。在怡保建造豪华度假公寓The Haven时，他必须克服无数挑战，例如改变社群的思维，使公寓度假村在怡保是可行的一件事。他没有被挑战击倒，反而全力以赴。The Haven自落实以来，已经获得无数海内外的奖项和荣誉。

振兴怡保

Peter Chan在怡保市中心建造一个度假村，使得该镇和霹雳州成为世界瞩目的据点，同时也让马来西亚人和世界相信怡保是居住、度假和退休的好地方。另外的优势是The Haven振兴了霹雳州的房地产市场。

“The Haven工程为怡保的房地产市场注入了强心剂，因为这些年来怡保一直处于低迷状态。如今市场对怡保可以容纳和支持豪华住宅/服务公寓而感到惊讶！”他说道。

Peter强稳的领导力使The Haven达到了成功，并吸引了有远见的投资者前来合作。印尼的The Salim集团也已邀请The Haven在民丹岛发展类似的度假村。

对Peter而言，成为领导者最重要是坚持不懈和愿意牺牲，否则我们的许多梦想和心愿就不会实现。Peter也是一位以身作则，为人树立好榜样的领导者。



THE BRANDLAUREATE
PROMINENT
—BUSINESS BEST BRANDS—
AWARDS 2018

BRANDLEADERSHIP AWARDS

YBhg Dato'
Eddie Chan Kong Hong
Director
Sky Rewards Sdn Bhd



THE BRANDLAUREATE
PROMINENT BRAND LEADERSHIP AWARD

The Sky is the Limit

A veteran of the property industry with almost three decades of experience, YBhg Dato' Eddie Chan is the Company Director for Sky Rewards Sdn Bhd. He started his Real Estate agency career in the year 1990 and joined the real estate agency service with WTW Real Estate Sdn Bhd (C H Williams Talhar & Wong) in 1993 and has been focusing on the commercial, industrial and corporate investment for 18 years. He also has extensive experience in corporate real estate, project marketing, agency services and property investment. The major investment holding companies that he is part of are: Pan Action Development Sdn Bhd, Infinite First Sdn Bhd, Solaris Access Sdn Bhd, Signature Access Sdn Bhd and Pan Rewards Sdn Bhd.

Proven Track Record

He has an excellent track record in successfully marketing all types of commercial, industrial and development land for the esteemed corporate clients, building owners and listed companies. Since Dato' Eddie Chan has extensive experience in real estate industry, he

started his venture into property development industry in May 2014 and went to set up his own development company Sky Rewards Sdn Bhd.

Sky Rewards started in 2014 and currently the company is focusing on high-rise developments. It is a dynamic company with an effective project management team that works tirelessly to maximise productivity in order to deliver high quality products to their customers.

Dato' Eddie Chan is responsible for the overall direction and management of the company and its subsidiary. Apart from his management role, he is constantly seeking for premium development stock and always embeds a cautiously optimistic view about the market in general.

The company seeks to strive for continuous improvement and maintain their position as one of the successful growing and reputable property developers supported by a team of dedicated professionals.



YBHG DATO' EDDIE CHAN KONG HONG
Managing Director,
Sky Rewards Sdn. Bhd.

前途无量

YBhg Dato' Eddie Chan是Sky Rewards私人有限公司的董事，他也是一名拥有近30年经验的房地产行业资深专业人士。他于1990年开始其房地产代理职业生涯，并于1993年加入WTW Real Estate私人有限公司（CH Williams Talhar & Wong）。这18年来，他一直专注于商业、工业和企业投资。他也在企业房地产、项目营销、代理服务和房地产投资方面拥有丰富的经验。他所属的主要投资控股公司有Pan Action 发展私人有限公司、Infinite First私人有限公司、Solaris Access私人有限公司、Signature Access 私人有限公司和Pan Rewards私人有限公司。

辉煌的纪录

他在为企业客户、业主和上市公司成功营销各类商业、工业和发展地段方面，拥有辉煌的纪录。由于Dato' Eddie Chan在房地产行业拥有

丰富经验，因此他于2014年5月开始从事房地产发展行业，并成立了自己的发展公司——Sky Rewards 私人有限公司。

创立于2014年的Sky Rewards，目前专注于发展高层建筑。这是一家活力充沛的公司，拥有一支高效的项目管理团队。他们努力不懈提高生产力，致力为客户提供优质的产品。

Dato' Eddie Chan负责公司及其子公司的整体方向和管理。除了管理职务，他还不断寻求鼓舞人心的发展潜能，并对整体市场抱持谨慎乐观的看法。

这间获专业团队支持的公司力求不断进步，并保持其成功壮大和声誉良好的房地产发展商的地位。





THE BRANDLAUREATE —BUSINESS BEST BRANDS— AWARDS 2018

BRANDLEADERSHIP AWARDS

YBhg Dato' Louis Chong
Founder & Chief Executive Officer
Ann Kang Wellness Sdn Bhd

THE BRANDLAUREATE —BUSINESS BEST BRANDS— AWARDS 2018



THE BRANDLAUREATE PROMINENT BRAND LEADERSHIP AWARD

Championing Nature

Dato' Louis Chong is driven by the simple desire to spread joy by helping people lead healthier lives. He firmly believes that nature holds the secrets to wellness and he founded Annkang Wellness Sdn Bhd (Annkang) to the key to unlocking it.

Back in 2008, his search for the most nutrient-rich natural ingredient in the world led him to the sphere of marine research along the East Coast of Malaysia. That's when he stumbled upon the incredible potential behind the golden sea cucumber extract. Inspired by its health benefits as a functional food supplement, he realised that the best way to bring honest-to-goodness formulations to everyone, was to connect expert manufacturers with consumers directly. And so, the progressive marketing model for Annkang Wellness was born, for aspiring entrepreneurs to share the goodness of holistic health.

Far Eastern Values

Bringing health solutions to everyone, Annkang seeks to offer the best to its customers. Annkang means 'harmony and health', which brings great happiness - the proof of being alive. The core of the brand's beliefs is the IKIGAI philosophy: the Japanese secret to a long and more fulfilling life, with origins in Okinawa, home to the largest population of centenarians in the world.

Dato' Louis also believes that enterprises should be a force for goodness because true success comes from a future where we can have an inheritance greater than the wealth in profits. Amazed by the positive power what people can achieve through holistic wellness, he founded Annkang Wellness with a vision to create a healthy, harmonious and happy life for everyone.

The global wellness empire and distribution network taught him the value of a profession based around people and the innate joy in helping others live healthier lives, and in turn enrich the lives of their loved ones.



YBHG DATO' LOUIS CHONG
Founder & CEO,
Ann Kang Wellness Sdn Bhd

人定胜天

拿督Louis Chong有个简单的信念，那就是通过帮助人们过更健康的生活来传播欢乐。他坚信大自然蕴藏着养生的秘诀，因此他创立了Annkang Wellness 私人有限公司（Annkang），积极探索大自然在养生方面的奥妙。

早在2008年，他就已寻找世上营养最丰富的天然成分，此举引领他进入马来西亚东海岸的海洋研究领域。当他偶然发现黄金海参提取物的巨大潜能时，他就被黄金海参的巨大益处启发，认为它可以成为营养食品。他也发现，让专业的制造商直接接触消费者，乃是将好处带给大家的最佳管道。因此，Annkang Wellness的渐进式营销诞生了，因此有抱负的企业家得以与大家分享整体健康的美好。

远东价值观

Annkang为每个人提供保健的解决方案，力求

为客户提供最好的服务。Annkang意味着“和谐与健康”，旨在为大家带来巨大的幸福感，而这也是一种活着的象征。该品牌核心理念是IKIGAI，这个起源于冲绳的理念是日本人长寿且享受充实生活的秘诀，而冲绳也是世界上最多百岁老人存在的一个地方。

拿督Louis也认为，企业应该成为一股善良的力量，因为真正的成功来自于一个我们可以挽救遗产大于财富的未来。通过整体健康，他惊讶于人们可以拥有积极的力量。于是他创立了Annkang Wellness，致力为每个人创造健康、和谐和幸福的生活。

另外，全球健康帝国和分销网络，教会了他以人为本的专业价值和帮助他人过更健康的生活，同时也丰富心爱的人的生活。





THE BRANDLAUREATE
PROMINENT BRAND LEADERSHIP AWARD

Clever Choices

Give a hungry man a fish, he will be fed for a day. Teach him how to fish and he will gain financial freedom. That is the same ethos that Smart SF Sdn Bhd hopes to impart to its clients through its founder and CEO, Gary Chua Lett Woi.

With 11 years of banking experience, both domestically and abroad, he has creatively turned his knowledge and experiences into a system called SMART Financing which has given him an edge in his journey of property investment. With over 30 specially formulated strategies, Chua believes the goal of financial freedom can be achieved. His courses aim to help property investors successfully negotiate the many minefields that await them when trying to purchase property. SMART Financing goes a step further by helping them make the right decisions to maximise their property investment's potential.

Amassing a Portfolio

He regularly shares his views and insights on financial knowledge and experiences with industry and trade

publications, at expos, developer launches and at conventions and seminars, that have helped his SMART members master the skill on how to achieve financial freedom via SMART Leveraging. Furthermore, the SMART Financing system has successfully helped his members to acquire more than RM500 million worth of properties in the last two years alone.

His in depth expertise in property investment sector has him featured on almost all media platforms ranging from magazines, newspapers, tv and radio stations. His achievements has seen him named 'Most Influential Young Entrepreneur 2017'.

Apart from being a philanthropist and a visionary with a great passion to bringing Financial Freedom via the unique SMART Financing platforms he has created, Chua firmly believes that education is key in helping people change and improve their lives. Indeed, his approach towards educating people on how to approach property investment has undoubtedly changed lives as the many testimonials attest.



GARY CHUA LETT WOI
Chief Executive Officer
Smart SF Sdn Bhd



明智的选择

如果给一个饥饿的人一条鱼，他将被喂养一天。若是教他如何钓鱼，他则将获得经济自由。这与Smart SF 私人有限公司希望通过其创始人兼执行长Gary Chua Lett Woi传达给客户的理念是一样的。

凭借11年的国内外银行业务经验，他以创意的方式将自己的知识和经验，转变为一个名为SMART 融资的系统，这使他在房地产投资方面更具优势。他相信以30多项特别制定的战略，可以实现财务自由的目标。他的系统旨在帮助房地产投资者置产时，可以在协商的环节成功避开雷区。SMART融资也进一步帮助他们做出正确的决策，并优化他们的房地产投资潜力。

收集投资组合

他经常在博览会、发展商发布会、会议和研讨会上与工业和贸易出版物分享财务知识和经验

的看法和见解，以协助其SMART会员通过SMART Leveraging掌握相关技巧以达到财务自由。此外，在过去两年中，这个SMART 融资系统已成功帮助其成员收购价值超过5亿令吉的物业。

他在房地产投资领域拥有深厚的专业知识，而且几乎在所有媒体平台上都有他的报道，包括杂志、报章、电视台和广播电台。基于杰出的表现，他被冠上“2017年最具影响力的年轻企业家”。

除了是一名慈善家和有远见的人，他也非常热衷于通过他创造的独特SMART 融资平台带来财务自由。Gary Chua坚信教育是帮助人们改变和改善生活的元素。许多个案也证实，他教育人们如何进行房地产投资的方法，已经改变了人们的生活。



THE BRANDLAUREATE
PROMINENT BRAND LEADERSHIP AWARD

Making People Feel Good

Allowing patients to age gracefully and with vigour with the aid of modern medical science. That is the driving motivation behind Dr Anna Hoo Jen Shi - founder and Chief Executive Officer of Anna Hoo Group. Her expertise lies in perfecting the balance between medical training, aesthetics and preservation of wellness. She specialises in injectables, combination therapy and medical lasers.

Anna Hoo Group started off as Anna Hoo Clinic, a leading wellness and aesthetic clinic in Malaysia which was established in 2010. Today, it has grown into Anna Hoo Group to offer Wellness and Aesthetic Care - a facility designed specifically to provide wholesome aesthetic healthcare. Anna Hoo Group's mission from when it first started has been to enhance the lives of their patients through personalised, safe and scientifically proven medicine; and up until today, they have stayed true to the brand's promise. The brand has now clinched the

position as one of the top clinics in laser therapies and injectables.

Education Arm

With Dr Hoo's remarkable experience in the industry and behind her driving force, Anna Hoo Group has now expanded to offer more than just medical clinics, as it also now provides medical aesthetic education to medical practitioners. They have successfully established an academy to educate medical practitioners on safe and effective medical aesthetic therapies.

Ever since its beginning, Anna Hoo Group has remained steadfast in delivering unparalleled care to its patients. By combining the brand's expertise and state of the art equipment, their patients are able to experience only the best care. Anna Hoo Group embraces individuality and they also seek to ensure that patients get the tailored treatment that they need.



DR ANNA HOO JEN SHI
Founder & Chief Executive Officer,
Anna Hoo Clinic



让人们感觉健康快乐

Anna Hoo集团创办人兼执行长-Anna Hoo Jen Shi医生的心愿，乃是借助现代的医学科学，让患者优雅且充满活力地老去。她的专长在于使医疗培训、美学和保健之间取得完美的平衡。她的专业包括注射剂、综合疗法和医疗激光。

Anna Hoo 集团于2010年以Anna Hoo诊所起家，它是马来西亚领先的健康和美容诊所。如今，它已拓展成为提供健康与美容护理的Anna Hoo 集团，它拥有专提供健康美容保健护理而设计的配备。Anna Hoo 集团从最初就致力于通过个性化、安全和获科学证明的药物，改善患者的生活。直到今天，这个集团依然坚守着品牌的承诺，而且现在已成为激光治疗和注射剂领域的顶尖诊所之一。

教育领域

凭借Anna Hoo医生在行业中的卓越经验及其影响力，Anna Hoo集团目前不仅提供医疗诊所，它也为医疗从业者提供医学美容教育。他们已成功建立一间学院，为医疗从业者提供安全有效的医学美容治疗课程。

自成立以来，Anna Hoo Group一直坚定不移地为患者提供无微不至的护理。通过结合品牌的专业知识和最先进的设备，患者有幸体验到最完善的护理。独一无二的Anna Hoo 集团，目前仍继续为患者提供他们所需的定制疗法。

**BE PASSIONATE
IN BRAND BUILDING**

**BE INNOVATIVE
IN BRAND LEADERSHIP**

**BE EXQUISITE
IN BRAND ESSENCE**

**BE PROMINENT
IN BRAND POSITIONING**

DR KKJOHAN

**THE BRAND LAUREATE
TOP 10 BEST CHOICE PROMINENT BRAND
OF THE YEAR AWARDS**





acer



THE BRANDLAUREATE
PROMINENT
—BUSINESS BEST BRANDS—
AWARDS 2018

THE BRAND LAUREATE
TOP 10 BEST CHOICE PROMINENT BRAND OF THE YEAR AWARDS



acer

ACER
IT – Personal Computer Solutions

Ace of A Choice

ACER was established in 1976 and has since grown to become one of the world's tech giants with a presence in 10 countries, employing well over 7,000 highly skilled workers. Central to ACER's vision is 'Innovation' and 'Care' which is applied to all segments, be it service-oriented technologies, the Internet-of-Things, gaming or virtual reality. ACER's commitment to continued research and development not only ensures it is at the forefront of cutting edge cyber developments but also reinforces its reputation of making technology accessible to everyone.

Setting Industry Standards

With over four decades of technical know how, consumers readily identify ACER products for its reliability, user-friendliness and, of course, latest tech upgrades. A good example would be the Switch 7 black edition which was launched in 2017 as the world's first fanless 2-in-1 laptop equipped with graphic card. The following year, ACER redefined industry standards for slenderness with ACER Swift 7, the world's slimmest laptop measuring a mere 9.98cm.

On the gaming front, the Predator X21 was also launched to meet the demands of the premium gaming enthusiast with its curved screen display. ACER was also the first to introduce thin and light gaming laptop equipped with the advanced MAX Q-designed NVIDIA GeForce GTX 1080. ACER also works closely with tech giants such as Intel as well as constantly getting feedback from the gaming community to ensure its users get the most satisfactory gaming experience possible, even when faced with the most graphically-challenging games.

Strong Growth

Acer Inc. announced its consolidated revenues for March, up 3.9% year-on-year (YoY) or by 62.8% month-on-month. The global CPU supply shortage continued to impact on core business operations throughout the first quarter, however, Acer's gaming line1 maintained its strong momentum with 37% growth in revenue YoY.

选择王牌

成立于1976年的宏碁，现已发展成为世界科技巨头之一，业务遍及10个国家，拥有超过7000名高技能工人。宏碁愿景的核心是“创新”和“关怀”，适用于所有细分市场，无论是面向服务的技术、物联网、游戏或是虚拟现实。宏碁对持续研发的承诺，不仅确保了它处于尖端网络发展的最前沿，也巩固了其使每个人都能获得技术的声誉。

制定行业标准

凭借超过40年的技术知识，消费者可以轻易认出宏碁产品的可靠性、用户友好性以及最新的技术升级。举个实例，2017年推出的Switch 7黑色版本，属于全球第一款配备显卡的无风扇二合一笔记本电脑。隔年，宏碁通过宏碁Swift 7重新定义了细长的标准，被誉为全球最薄的笔记本电脑，仅有9.98厘米。

在游戏方面，Predator X21为了满足高端游戏爱好者的需求，而推出弧形屏幕显示器。宏碁也是第一家推出采用先进MAX Q设计的NVIDIA GeForce GTX 1080的轻薄游戏笔记本电脑。宏碁也与英特尔等科技巨头密切合作，并不断获得游戏社区的反馈，以确保用户获得即使面对最具图形挑战性的游戏，也可以享受最满意的游戏体验。

稳健增长

宏碁公布3月综合收入，其同比增长为3.9%，而环比增长则为62.8%。第一季度全球CPU供应短缺继续影响核心业务运营，但宏碁的第一游戏线却保持强劲势头，同比增长为37%。



Haier

HAIER
Consumer – Home Appliances

Best Selling Appliances

Since setting up operations here in Malaysia in 2005, Haier has steadily made its brand presence felt with well-made, reliable household electrical appliances. Haier has already established itself as the number one brand of major appliances in the world with 10.5% retail volume share in 2017. It is extremely proud of its achievement in occupying that top spot for the previous eight years.

A Cool Start

Haier was founded in 1984 on the remnants of a small and failing refrigeration company. Under state ownership, the transformation began when Zhang Ruimin was appointed managing director in 1984. Under his astute leadership, the company began its reversal of fortunes by first taking over other ailing companies also producing electrical appliances.

With the Internet of Things leading its transformation and a programme of aggressive innovation and diversification, Haier soon became a household brand. In 2017, the Haier Group achieved a global turnover of 241.9 billion yuan, and the global total pre-tax profits exceeded 30 billion for the first time. Haier Group boasts 10 R&D centers, 24 industrial parks, 108 manufacturing plants and 66 marketing centers across the world.

Customized Service

Haier owns six brands including Haier, Casarte, GE Appliances, Fisher & Paykel, AQUA and Leader as its smart home appliances brands. It also has RRS, Haier Consumer Finance, COSMOPlat and Shunguang in the IoT service area. In the the cultural and creative industry, it has Haier Bros. The global brand matrix closely balances the strategy of “Smart Home Customization”, providing customized home service solutions, through which the value of the food, clothing, residential and mutual entertainment ecology are shared among worldwide users.

Haier Malaysia’s current ‘Beyond Lifestyle’ campaign showcases the latest premium products in its range, including air-conditioners, fridge and freezers, smart TVs and wash-and-dry units, aimed at making Haier the market leader on these shores.



畅销的家庭电器

自2005年在马来西亚营业以来，海尔凭借制造精良、可靠的家用电器，稳步发展其品牌形象。2017年，海尔成功跻身全球主要电器品牌的第一品牌，零售量占10.5%。因此，它为过去8年稳占领先地位而感到无限自豪。

超酷的开始

成立于1984年的海尔，原本是一家小型且不起眼的制冷公司。在国家所有制下，当Zhang Ruimin在1984年被委任为董事经理后，公司开始转型。在他精明的领导下，公司开始逆转转为盈。这时公司收购了其他生产电器的小公司。

随着物联网引领其转型步伐，加上积极创新和实践多元化的计划，海尔迅速成为家喻户晓的家用电器品牌。2017年，海尔集团全球营业额达到2419亿元，全球税前利润首次突破300亿元。海尔集团在全球拥有10个研发中心、24个工业园区、108个制造工厂和66个营销中心。

定制服务

海尔拥有6大品牌，包括海尔、卡萨帝、GE电器、斐雪派克、AQUA和Leader智能家电品牌。它在物联网服务区内拥有RRS、海尔消费者金融、COSMOPlat和Shunguang。在文化和创意产业中，它则拥有海尔兄弟。海尔这个全球品牌采取了“智能家居定制”战略，提供定制的家居服务解决方案。通过这些方案，海尔与全球的用户分享食品、服装、住宅和互动娱乐生态的价值。

马来西亚海尔目前进行的“超越生活方式”活动，向大家展示其最新优质产品系列，包括空调、冰箱和冷藏箱、智能彩电和洗涤干燥装置，旨在使海尔成为本区域的市场领导者。



LBS
International Property Development

Enhancing Communities

LBS Bina has developed numerous properties around the Klang Valley to better suit the needs of Malaysians with a mix of high-rise condominiums as well as landed property. Landed development such as D'Island Residence, Desiran Bayu, LBS Alam Perdana and LBS Cybersouth are some of the prominent landmarks in its portfolio. Its high-rise projects like Bandar Saujana Putra, Skylake Residence and Zenopy Residences accommodate those who are in search for a more communal lifestyle. It builds properties to cater to the ever-growing needs of all Malaysians and with over 20 years of experience, LBS Bina continues to build houses that property buyers can proudly call their home.

Community Centred Philosophy

LBS practices a community-centric approach which can be traced back to LBS's founder - Dato Seri Lim Bock Seng. LBS Bina started as a humble construction company in Petaling Jaya that was committed to excellent workmanship and delivering finished properties that Malaysians would be proud to call home. This soon led to LBS Bina gaining a reputation as a quality property developer with a burgeoning portfolio. LBS Bina has since become a dominant player in the domestic property industry, with it being listed on Bursa Malaysia in 2002. It has also began to build a strong presence in China.

Motoring On

LBS Bina will continue to focus on projects in Selangor, Pahang and Johor, whilst looking to build inroads into other states. It also has an ambitious project to integrate motorsport into the urban lifestyle of city living in Zhuhai, China. Its track record in consistently delivering quality projects that has community living at its heart has led to it being feted with many industry awards. These include Top Ranked Developers of the Year at the Star Property Awards 2018, Winner of the Best Developer Award at the Property Guru: Asia Property Awards 2018, Top 10 Developer at the BCI Asia Awards. These now join BrandLaureate's Top Ten Best Choice Prominent Brand of the Year Award in its already bursting trophy cabinet.

强化社区

林木生集团（LBS Bina）已在巴生谷一带发展许多物业，进一步满足马来西亚人的需求。这些物业包括高层公寓和有地房产。其中的有地方产发展工程计有 D' Island Residence、Desiran Bayu、LBS Alam Perdana 和 LBS Cybersouth，它们是其投资组合中一些重要的标志性建筑。其高层工程包括 Bandar Saujana Putra、Skylake Residence 和 Zenopy Residences。这类高层房屋可以满足喜欢共同生活方式的人的需求。LBS 的发展工程，主要迎合对房屋需求不断增长的我国人民。它也凭借其逾 20 年的经验，继续建造优质房屋，让购房者可以自豪地称之为他们的家。

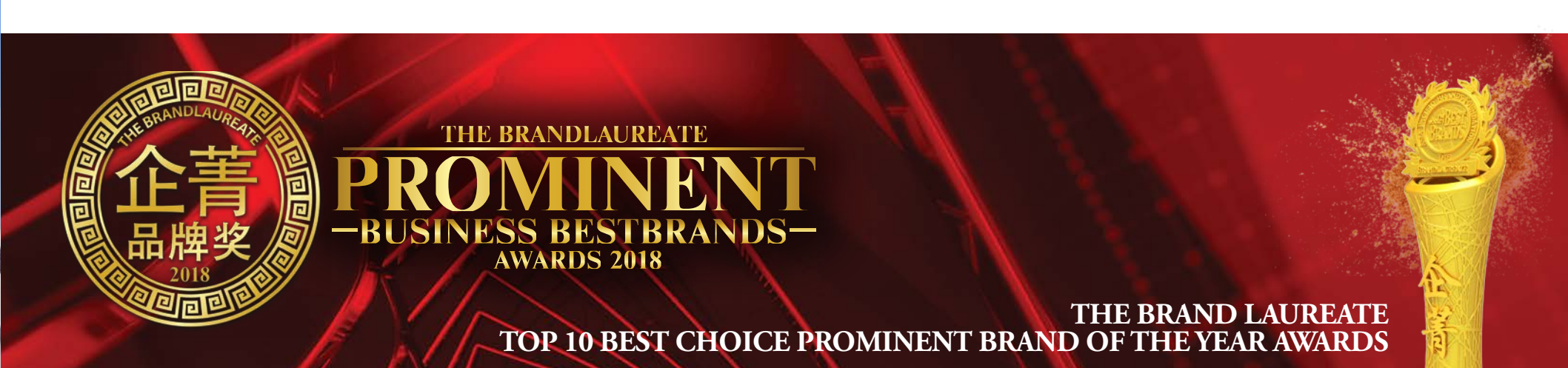
重视社区核心理念

LBS 以社区为中心的理念经营业务，这点可以追溯到 LBS 创办人拿督斯里林木生那个时代。LBS 最初是八打灵再也一家不起眼的建筑公司，然而它却致力于提供卓越的工艺，提供我国人民自豪地称之为家的产业。因此 LBS 很快便赢得作为优质房产发展商的声誉，并拥有蓬勃发展的投资组合。LBS 自此成为国内房地产行业的主导者，并于 2002 年在马来西亚证券交易所上市，它也开始在中国建立大规模的业务。

跨进赛车领域

LBS 将继续专注于雪兰莪、彭亨和柔佛州的工程发展，同时寻找机会进军其他州属。它还有一个雄心勃勃的项目，即是将赛车运动带进中国珠海的城市生活方式。它始终如一地提供以社区生活为核心的优质工程，此举让它荣获多个行业奖项。其中包括 2018 年 Star Property Awards 年度最佳发展商奖、Property Guru 最佳发展商奖、2018 年亚洲房地产奖、BCI Asia Awards 十大发展商。现在，它还获得另一个奖项，即是 BrandLaureate 十大年度最佳选择企菁品牌奖。





LIM KOK WING
Education Creative Technology



Getting Creative with Higher Education

The Lim Kok Wing Institute of Creative Technology (as it was known then) was established to play an active role enabling much needed technology transfer in the area of creative education. Lim Kok Wing Institute (Lim Kok Wing) had started to create strategic links with reputable and well-established universities and colleges in UK, USA, Canada, Australia and New Zealand. At the same time Lim Kok Wing had forged strong connections with relevant industries to provide guidance and support to enable the right environment of learning to students.

Over the intervening years, Lim Kok Wing was upgraded in status to University College, before being awarded full University status in 2007. It moved into its ultra-modern campus in Cyberjaya in 2003.

Going Abroad

In 2006, Lim Kok Wing that began taking in foreign students in 1997 reversed the process by taking education to foreign shores. In 2006 it received endorsement from the Government of Botswana in Africa to set up a campus in its capital city of Gaborone which it did in May 2007, with no less than the Former President of Botswana, the Hon. Festus Mogae officiating its establishment. This was unprecedented, as it clearly indicated the high regards that this diamond exporting country had for Malaysia and for Lim Kok Wing.

Global Student Population

Following the success of the Botswana campus other African nations such as Lesotho and Swaziland had invited Lim Kok Wing to set up campuses in their countries. In August 2008 Lim Kok Wing opened its first campus in Lesotho in the capital city of Maseru. Swaziland soon followed with a new campus in its capital city of Mbabane which was opened early 2010.

In Asia the University is set up in Indonesia, Cambodia and China and it now boasts a global student population exceeding 30,000.

通过高等教育获得创造力

林国荣创意技术研究所的成立，主要在创意教育领域发挥积极作用，实现急需的技术转移。林国荣研究所已开始与英国、美国、加拿大、澳洲和纽西兰的知名大学和学院建立战略联系。与此同时，林国荣与相关行业建立了牢固的联系，提供指导和支援，为学生提供合适的学习环境。

林国荣在2007年升格为大学前，就已获升格为大学学院。林国荣迁入了位于赛城的超现代化校园。

冲出海外

自1997年开始接收外国学生的林国荣，在2006年开始将其教育事业延伸到海外。2006年，林国荣获得非洲博茨瓦纳政府的支持，并于2007年5月在该国首都哈博罗内建立了一个林国荣校园，当时由博茨瓦纳前总统Festus Mogae主持开幕典礼。这是前所未有的合作，它清楚表明了这个钻石出口国对马来西亚和林国荣的高度评价。

学生遍布全球

继博茨瓦纳校园取得成功，莱索托和斯威士兰等其他非洲国家，亦邀请林国荣在其国家设立校园。2008年8月，林国荣在马塞卢的首都莱索托开设了第一个校园。斯威士兰随后在其首都姆巴巴纳也开设了一个新校园，该校园于2010年初开业。

在亚洲，林国荣在印尼、柬埔寨和中国设立校园。林国荣目前的全球学生人数已超过3万人。



THE BRANDLAUREATE —PROMINENT— —BUSINESS BEST BRANDS— AWARDS 2018

THE BRAND LAUREATE
TOP 10 BEST CHOICE PROMINENT BRAND OF THE YEAR AWARDS



MAJESTIC HOTEL
Luxury Hospitality

Heritage Abounds

Step within the walls of the iconic Majestic Hotel and be transported to a bygone era of colonial tea parties, grand state receptions and lavish balls. The original Hotel Majestic was built in 1932 and was designed by the Dutch architectural firm Keyes and Dowdeswell for the Trustees of the Estate of Loke Wan Tho, the youngest son of the businessman and philanthropist Loke Yew.

Art Haven

In its heyday, The Hotel Majestic was the largest and grandest hotel in Kuala Lumpur, unrivalled for its prestige and luxury. Favoured by the colonial elite and prominent visitors, it was the venue for extravagant parties, Sunday curry tiffin lunches and that most European of traditions, the tea dance.

By the 1970s, however, the hotel had lost its lustre, giving way to newer, bigger and more luxurious hotels. Saved from demolition by the government, she was gazetted as a heritage building under the Antiquities Act.

At the end of 1983, the last guests checked out and the hotel became home to the National Art Gallery from 1984 until 1998, until it relocated to its current premises. YTL Hotels was then entrusted with the restoration of this national treasure, a project the Company undertook with much pride.

Butler Service

In its current guise, guests can opt to stay in one of the 47 luxury rooms housed in the original heritage Majestic Wing, which exudes a unique old-world charm. There are more luxury rooms in the newly added Tower Wing. Guests to the Majestic Hotel can look forward to immersing themselves in the unique architecture, fine dining and spa offerings, as well as have every whim and fancy catered for by a round-the-clock butler. Dedicated cigar room, cocktail bar and a fine gentlemen groomer all combine to give the Majestic Hotel an ambience quite like no other hotel in Kuala Lumpur.

丰富的遗产

观赏Majestic酒店深具历史性的墙壁时，您会被拉进时光隧道，回到殖民地茶会、盛大招待会和豪华宴会的时代。最初的Majestic酒店建于1932年，由荷兰建筑公司Keyes和Dowdeswell为Loke Wan Tho庄园的受托人设计，他是商人和慈善家Loke Yew的最小儿子。

艺术天堂

在鼎盛时期，Majestic酒店是吉隆坡规模最大、最豪华的酒店，并以其无与伦比的声望和奢华著称。它获殖民地精英和重要访客的青睐，以致它是举办奢华派对、周日咖喱午餐和多数欧洲传统茶舞的场所。

然而到了70年代，这家酒店已经失去了光彩，它逐渐让位给更新、更大、更豪华的酒店。如今它由政府保管，并根据古物法令列为遗产建筑。

1983年底，自最后一位客人退房后，从1984年到1998年，这家酒店成为国家美术馆的所在地，直至搬迁到现在这个地方。然后，YTL Hotels被委托重建这个国宝，该公司为这项重建项目深感自豪。

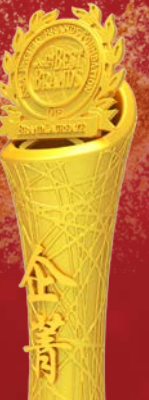
管家式服务

客人可以选择入住Majestic Wing的47间豪华客房，这里除了有丰富遗产的特色，并享有独特的旧世界魅力。新增的Tower Wing楼有更多豪华客房。Majestic 酒店的客人可以享受独特的建筑氛围、精致的餐饮和水疗中心。此外，他们还可以享受24小时的管家服务。这里也有专用的雪茄室，鸡尾酒吧和精致的男士美容院，这一切使Majestic酒店的氛围与吉隆坡其他酒店差距甚远。



THE BRANDLAUREATE —BUSINESS BEST BRANDS— AWARDS 2018

THE BRAND LAUREATE
TOP 10 BEST CHOICE PROMINENT BRAND OF THE YEAR AWARDS



SUNWAY
Conglomerate

A Sunny Future

Sunway is one of the most identifiable brands in Malaysia, whether because of the iconic Sphinx of the Sunway shopping mall, or that there is over 5,000 acres of real estate in Malaysia bearing its name. Its University is one of the leading tertiary education centres in the country and its private hospital has earned a reputation for quality healthcare.

It is thus no surprise that the Sunway Group (Sunway) is one of Malaysia's largest conglomerates with core interests in property, construction, education and healthcare. Sunway has a 16,000-strong team operating in 50 locations worldwide, pulling together to improve the quality of life of its communities through 12 business divisions—property, construction, retail, hospitality, leisure, healthcare, education, commercial, trading and manufacturing, building materials, quarrying and Real Estate Investment Trust (REIT).

Cities of Growth

Sunway Group's unique build-own-operate business model powers the growth of sustainable communities and integrated townships: Sunway City in Selangor, Sunway City Ipoh and Sunway Iskandar in Johor, which span 5,000 acres. Its three public-listed companies — Sunway Berhad, Sunway Construction, and Sunway REIT, with a combined market capitalisation of RM 17 billion — form a real-estate value chain that exemplifies socially responsible business practices, evidenced by their listing on the FTSE4Good Bursa Malaysia Index.

A Sustainable Future

Sunway is committed to the United Nations Sustainable Development Goals (SDG), and continue to align our business strategies to meet the needs of our communities in line with the SDG agenda. Through the Jeffrey Cheah Foundation, it provides disadvantaged and deserving young adults access to quality education by disbursing RM330 million and counting in scholarships. The Jeffrey Sachs Center on Sustainable Development, established at Sunway University in 2016, serves as a hub for the education and advancement of sustainability across Southeast Asia. The Center is the first of its kind in Asia. Its commitment to strong Economic, Environment and Social practices is embedded throughout the organisation — from its policies and its social impact initiatives to day-to-day operations so that it delivers enduring growth for thriving communities.



光明的未来

双威是马来西亚最知名的品牌之一，无论是双威购物中心的狮身狮面像，还是马来西亚有超过5000英亩的房地产。其大学是我国领先的高等教育中心之一，而其私立医院则以优质的医疗保健而闻名。

双威集团是马来西亚最大的企业集团之一，其核心业务包括房地产、建筑、教育和医疗保健。双威拥有一支员工多达1万6000人的团队，在全球50个地区开展业务，并通过12个业务部门，即房地产、建筑、零售、酒店、休闲、医疗保健、教育、商业、贸易和制造、建材、采石和房地产投资信托（REIT），提高社区的生活质量。

不断成长中的城市

双威集团独特的自建运营商业模式，推动可持续社区和综合城镇的发展，包括雪兰莪的双威城、怡保的双威城和柔佛的双威依斯干达，占地5000英亩。

其三家上市公司，即Sunway Berhad、Sunway Construction和Sunway REIT，总市值达170亿令吉，并构成一个房地产价值链，体现对社会负责的商业行为，这也从他们在马来西亚FTSE4Good Bursa上市的指数证实了。

可持续的未来

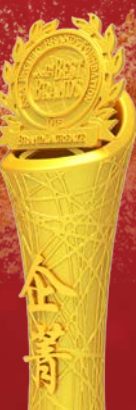
双威致力于实现联合国可持续发展目标（SDG），并继续根据可持续发展目标议程，调整业务战略，满足社区的需求。

谢富年基金会通过支付3亿3千万令吉并计入奖学金，为处于弱势但应得的年轻人提供优质教育。2016年在双威大学成立的Jeffrey Sachs 可持续发展中心，是东南亚地区教育和可持续发展的中心。这家在亚洲首开先河的中心，将稳健的经济、环境和社会实践，贯穿于整个机构，即从政策和社会影响计划到日常运营，以便为繁荣的社区带来持久的增长。



THE BRANDLAUREATE —BUSINESS BEST BRANDS— AWARDS 2018

THE BRAND LAUREATE
TOP 10 BEST CHOICE PROMINENT BRAND OF THE YEAR AWARDS



PUBLIC BANK

PUBLIC BANK
Banking & Finance

The People's Bank

There are many reasons for a financial institution's success. One of them would obviously be prudent management principles. Public Bank's well-deserved reputation as a premier financial institution is centred around its prudent management which has nurtured a strong corporate culture resulting in the brand becoming a byword for integrity and accountability. Its strict adherence to good corporate governance and effective risk management have formed a rock solid Public Bank brand which continues to earn stakeholders' trust and confidence.

Customer First

Founded in 1966 to serve as 'a bank for the people', Public Bank has grown to be one of Malaysia's biggest financial institutions with over 250 branches and 2,000 self-service terminals conveniently dotted throughout the country.

Underpinning the above corporate principles is a firmly embedded tradition of customer service excellence. This is reflected in Public Bank's wide range of banking products and services which are designed to support the needs of consumers and businesses. This customer-centric approach has allowed Public Bank to strengthen the trustworthiness of the brand and thus cultivate long-term relationships with stakeholders. More pertinently, this relationship with its customers has allowed Public Bank to build a stable deposit franchise enabling it to sustain a healthy funding pool.

This customer-friendly approach is reflected in the award of ISO certifications in the areas of 'Provision of Customer Services at the Front Office' and Provision of Customer Service in Loan Delivery'.

Unbroken Profitability

Public Bank is widely recognised for having an unbroken chain of profitability since its inception in 1966. The set of financial indicators, which include return to equity, impaired loans, cost to income ratio, and loans market share have remained the best in the domestic industry despite the backdrop of increasingly challenging operating environment.



大众银行

一家金融机构成功的原因也许很多，其一是谨慎的管理原则。大众银行作为领先的金融机构，素来享有当之无愧的声誉，其审慎的管理塑造了强大的企业文化，使品牌成为诚信和责任的代名词。另外，严格管理企业、有效的风险管理，也让大众银行成为杰出的品牌，并且继续赢得股东的信任和信心。

客户至上

成立于1966年的大众银行也是“人民的银行”，目前已发展成为马来西亚最大的金融机构之一，在全国各地拥有超过250家分行和2000个自助服务站。

坚守公司原则有助保留卓越客户服务的传统，而这个传统体现在大众银行广泛的产品和服务中，旨在满足消费者和企业的需求。这种以客户为中心的方法，使大众银行能够加强品牌的可信度，从而培养与股东的长期关系。另外，与客户的良好关系使得大众银行能够建立稳定的存款特许经营权，使其能够维持健康的资金总库。

这种客户友好的方法体现于“在前台提供客户服务”和“在贷款交付中提供客户服务”领域的ISO认证中。

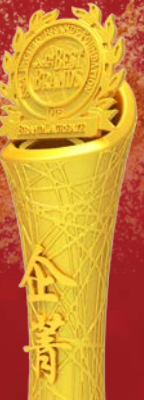
不间断的盈利能力

自1966年成立以来，大众银行因其具有不间断的盈利链而被广泛认可。其仍是国内最好的系列财务指标包括股本回报、减值贷款、成本收入比和贷款市场份额，尽管经营环境越来越具有挑战性。



THE BRANDLAUREATE —BUSINESS BEST BRANDS— AWARDS 2018

THE BRAND LAUREATE
TOP 10 BEST CHOICE PROMINENT BRAND OF THE YEAR AWARDS



PUBLIC MUTUAL
WHOLLY-OWNED SUBSIDIARY OF PUBLIC BANK

PUBLIC MUTUAL
Financial & Wealth Planning - Unit Trust

A Question of Trust

As a wholly-owned subsidiary of Public Bank, Public Mutual is the country's largest private unit trust company which manages a total net asset value (NAV) of RM82.4 billion as at end-April 2018. As an approved Private Retirement Scheme (PRS) provider, Public Mutual manages nine PRS funds. The Company commands a NAV of RM938.7 million in the PRS industry. Public Mutual's close association with the highly-reputable Public Bank Group strengthens its position as a strong, stable and established industry leader.

Experienced Team

Public Mutual manages more than 140 funds in-house. It has a team of more than 50 highly-experienced portfolio managers and research analysts servicing close to 4 million account holders. Its investment policy of managing funds based on fundamental research and long-term investment strategies has proven to deliver superior returns to investors.

Multiple Awards

Public Mutual's position as the top private unit trust company in Malaysia was reinforced with the 20 prestigious accolades bagged this year; including the highly coveted The BrandLaureate BestBrands Awards 2017-2018 – Brand of the Year for Financial and Wealth Planning – Unit Trust category. The Company also clinched 14 awards at The Edge / Thomson Reuters Lipper Fund Awards 2018 including the Best Overall Group Award for Malaysian Provident Funds. In addition, Public Mutual was honoured as the Best Retail House of the Year – Malaysia and Islamic Retail House of the Year – Malaysia at the Asia Asset Management Best of the Best Country Awards 2018.

Public Mutual also clinched the Reader's Digest Trusted Brand Platinum Award 2018 for the Investment Fund Company category in Malaysia and The Asset Triple A Islamic Finance Award 2018, while the Company's Public Islamic Asia Leaders Equity Fund topped the Equity Asia Pacific ex Japan – 3 years category at the Thomson Reuters Lipper Global Islamic Fund Awards 2018.



关于信任

身为大众银行的全资子公司，大众信托基金（Public Mutual）是我国最大的私营单位信托公司。截至2018年4月底，其总资产净值（NAV）为824亿令吉。作为已获批准的私营退休计划（PRS）提供者，大众信托基金经营9项PRS基金。该公司在PRS行业的总资产净值为9.387亿令吉。大众信托基金与声誉良好的大众银行集团密切合作，巩固了其作为一个强盛、稳定和成熟的行业领导者的地位。

经验丰富的团队

大众信托基金经营超过140项内部基金。它拥有一支由50多名经验丰富的投资组合经理和研究分析师组成的团队，为近400万账户持有人提供服务。其基础研究和长期投资策略管理基金的投资政策，已证明可为投资者带来丰厚回报。

屡获奖项

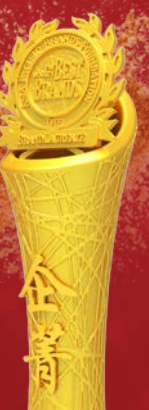
身为大马顶级私营单位信托公司的大众信托基金，今日的地位已非常稳健，今年更获得了20个荣誉奖项，包括令人梦寐以求的2017-2018年度BrandLaureate BestBrands奖 – 金融和财务规划年度品牌（单位信托类别）。该公司也在2018年The Edge / Thomson Reuters Lipper Fund Awards 获得14个奖项，其中包括马来西亚公积金最佳整体集团奖。此外，大众信托基金也被评为年度最佳零售商——马来西亚和伊斯兰年度零售商——马来西亚亚洲资产管理2018年最佳国家奖。

大众信托基金也荣获2018年度《读者文摘》信托品牌白金奖，以表彰马来西亚投资基金公司类别和资产三联—伊斯兰金融奖2018年，而公司的公共伊斯兰亚洲领袖股票基金，荣登日本以外的亚太股票基金—3年类别在2018年Thomson Reuters Lipper全球伊斯兰基金奖。



THE BRANDLAUREATE PROMINENT —BUSINESS BEST BRANDS— AWARDS 2018

THE BRAND LAUREATE
TOP 10 BEST CHOICE PROMINENT BRAND OF THE YEAR AWARDS



UMW
Conglomerate

Big Hitter

Most people will automatically associate UMW with the Toyota brand in Malaysia, but United Motor Works is much more than just a successful car dealership. Founded in 1917 by Chia Yee Soh, United Motor Works was just a humble automotive repair shop in Orchard Road, Singapore. But the shop's reputation grew due to the founder's exceptional abilities at fixing exotic automobiles and the fact that Chia had secured distributorship for parts for General Motors.

International Reach

Fast forward a century later, the UMW Group (UMW) today has diverse and global interest in the Automotive, Equipment, and Manufacturing & Engineering sectors. It is one of the Malaysia's foremost public-listed companies, while continuously building on the strengths of its core businesses to tap opportunities in the international arena. The UMW Group's reach now extends to Singapore, Indonesia, Myanmar, Vietnam, Papua New Guinea, China, and India, with over 8,000 employees.

Positive Future

Despite tough and unpredictable economic circumstances, UMW's core businesses continue to perform strongly. UMW recently announced that its profit before taxation (PBT) from Continuing Operations surged almost three-fold to RM786.2 million, powered by better performance from all three core business segments and the reversal of provisions, while revenue increased by 2.2% to RM11,306.3 million for financial year 2018.

The introduction of fresh and exciting models from its new automotive assembly plant is expected to boost the sales of Toyota vehicles in 2019. Sustained demand in the mining and logging industries is expected to have a positive impact on the Heavy Equipment business in the coming year. The Industrial Equipment business is projected to continue performing well in the rental sector. In the Manufacturing & Engineering segment, efforts are ongoing to enhance and strengthen market penetration into other ASEAN countries and intensifying efforts to improve profitability through cost optimisation activities whilst the Aerospace business is steadily ramping up production to meet orders.



车界大腕

当我们提及合顺（UMW）时，相信许多大马人都会联想到丰田品牌。然而UMW却不仅仅是一家成功的汽车经销商。由Chia Yee Soh于1917年创立的UMW，曾在新加坡乌节路只是一家不起眼的汽车维修店。但由于创始人在维修外国汽车方面的卓越能力，以及Chia在获得汽车部件经销权后，该店的声誉就开始远播。

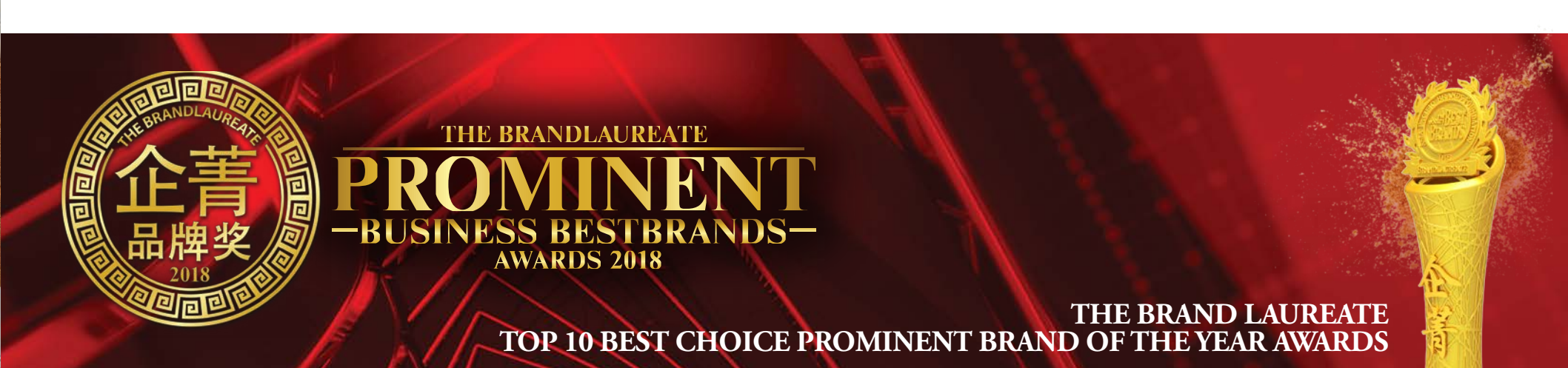
国际影响力

一个世纪之后，UMW集团如今在汽车、设备、制造与工程领域多元化发展，并享受来自全球的利益。它是马来西亚最重要的上市公司之一，同时不断发挥其核心业务的优势，在国际舞台上寻找良机。UMW集团现已扩展到新加坡、印尼、缅甸、越南、巴布亚新几内亚、中国和印度，并拥有超过8000名员工。

积极的未来

尽管经济不景且难以预测，但UMW的核心业务继续表现良好。UMW最近宣布其来自持续经营的税前利润（PBT）飙升近3倍，达到7.862亿令吉。此卓越的表现归功于3个核心业务部门的业绩表现，以及拨备的逆转，以致2018财政年的收入增加2.2%至113.063亿令吉。

新设立的汽车装配厂，引入全新和令人津津乐道的车型，并预计将在2019年提高丰田汽车的销售。另外，在采矿和伐木行业的持续需求，预计将对来年的重型设备业务产生积极的影响，而工业设备业务则将继续在租赁行业表现良好。在制造和工程部门，UMW正在努力加强和稳固对其他东盟国家的市场渗透，并通过成本优化项目，积极提高盈利能力。与此同时，航空航天业务为了满足客户的订单需求，而正在稳步增加产量。



WHITE HORSE Interior Design – Ceramic Tiles

Italian Stylings

White Horse Ceramic Industries (White Horse) produces tiles that have long been synonymous with ‘ultimate quality’ and ‘timeless designs’. Its unwavering commitment to producing top end tiles has seen its products grace projects all over the globe. White Horse began operations here as a roof tiles and red brick manufacturer from the days of the Second World War. Since 1991, White Horse has made available to Malaysians its extensive range of polished and unpolished porcelains as well as ceramic wall and floor tiles.

Record Breaker

To help customers visualise how its products will look in their living, work and play spaces, White Horse has set up a number of display showrooms across the Peninsula. These are located at Bandar Baru, Selayang, Plentong, Johor, Butterworth, Penang, Alor Star, Kedah, and in Klang, Selangor. Collectively, these showrooms have over 200 mock-up spaces measuring over 48,000sq ft. This make White Horse as having the biggest tile showroom space in the country and is duly recognised by the Malaysia Book of Records.

Italian Connection

White Hore is also the first Malaysian tile manufacturer to be invited by the Italian Association of Ceramic as one of the exhibitors of CERSAIE since 2012. It I impressively ranked at 18th on CERSAIE’s leading companies in world production and consumption figures. Other milestones in its history include being awarded Superbrand status by the Prime Minister of Malaysia in 2005. Also in the same year, it received the National Creativity and Innovation Award by the Malaysian Deign Technology Centre (MTDC).

White Horse’s high standards is reflected in it being awarded ISO 14001 Environmental Management System Certification. It has also received SIRIM Product Certification Licence complying with ISO 13006.

European Manufacturing Standards

White Horse employs the latest Spanish and SACMI-accredited Italian tile manufacturing technologies allowing it to create, modify, transmit and apply beautiful designs directly onto tiles. With manufacturing facilities in Malaysia, Vietnam and Taiwan, White Horse produces over 55 million square metres of polished and unpolished porcelain tiles, as well as glazed ceramic wall and floor tiles; all of which are manufactured from the highest quality raw grade materials.



意大利风格

白马瓷砖工业（白马）生产的瓷砖长期以来一直是“极致品质”和“永恒设计”的代名词。它致力于生产顶级瓷砖，产品在全球占尽优势。

从二战开始，白马开始在这里开始制造屋瓦和红砖。自1991年以来，白马已向马来西亚人提供各种抛光和未抛光的瓷器和陶瓷墙地砖。

打破纪录

为了帮助客户想象其产品在他们生活、工作和娱乐空间中的样子，白马在西马设立了许多陈列室。它们分布于士拉央新镇、柔佛避兰东、槟城北海、吉打亚罗士打及雪兰莪巴生。这些陈列室拥有超过200个模拟空间，面积超过4万8000平方英尺，使白马成为我国最大的瓷砖陈列室，并获《大马记录大全》的承认。

与意大利的联系

白马也是自2012年以来，第一家获意大利瓷砖协会邀请成为CERSAIE参展商之一的马来西亚瓷砖制造商。它在CERSAIE世界生产和消费数据领域排名第18位。

其历史上的其他里程碑，包括在2005年获马来西亚首相授予超级品牌地位。同年，它还获马来西亚设计技术中心（MTDC）颁发国家创意和革新奖。

白马的高标准体现在ISO 14001环境管理体系认证上。它也荣获符合ISO 13006的SIRIM产品许可证。

欧洲制造标准

白马采用最新的西班牙和SACMI认证的意大利瓷砖制造技术，以便可以直接在瓷砖上创建、修改、传传导和应用精美的设计。凭借在马来西亚、越南和台湾的生产设施，白马生产超过5500万平方米的抛光和未抛光瓷砖，以及釉面陶瓷墙和地砖，所有这些都是由最优质的原料制成。

PROMINENT BRANDS ARE DIFFERENT DYNAMIC AND DISTINCTIVE

DR KKJOHAN

THE BRAND LAUREATE
SIGNATURE PROMINENT BUSINESS
BRANDS AWARDS





THE BRANDLAUREATE —PROMINENT— —BUSINESS BEST BRANDS— AWARDS 2018

THE BRAND LAUREATE
SIGNATURE PROMINENT BUSINESS BRANDS AWARDS



CHUAN HUAT
Structural Steel & Building Materials



Structurally Sound

When an organisation has roots firmly established since pre-independence days in Malaya, investors and business partners are readily assured that it is not a fly-by-night operation. One such business is the Chan Huat Group of Companies which started life as a small merchant hardware supplier, servicing local hardware and engineering contractors. Fast forward six decades and Chuan Huat Resources Berhad (Chuan Huat) is listed on the Main Board of the Bursa Malaysia.

Strong Foundations

Chuan Huat has three main core businesses. The main is the Building Hardware Division which is now a leading stockist of iron and steel, importer and exporter of structural steel and other construction and building materials in Malaysia.

It has also expanded into the value-adding activities of “Cut & Bend Rebar”, “Wire Mesh” and “Esys Fence” welded security fencing to support the upstream operation of the steel and iron thus forming the backbone of the Steel Service Centre Division. Chuan Huat’s other core business is its IT division.

Reliability is Key

Central to Chuan Huat’s business philosophy is ‘reliability’ as it positions itself as a one-stop centre for all building and construction material needs. To facilitate better logistics, Chuan Huat has 13 operation centres nationwide - Klang, Penang, Ipoh, Melaka, Johor Bahru, Kuala Trengannu, Kuantan, Kuala Lumpur, Nilai, Puchong, Kuching, Bintulu, and Kota Kinabalu. In the building and construction industry, non-deliveries can amount to costly delays, hence the Group’s founder - the late Lim Kim Chuan’s insistence on cementing a reputation as ‘A Reliable Business Partner’.

Chuan Huat is also looking to expand operations regionally to follow the opening of a wire-mesh manufacturing facility in Cambodia. Chuan Huat has the technical know how, business nous and established industry network to capitalise in the emerging economies in Southeast Asia.

赏心悦目的结构

自从马来亚独立前以来，有个组织就已经稳健扎根，投资者和商业伙伴坚信这并非一步登天之举。而上述组织其中一个企业就是Chuan Huat集团公司，它起初是一家小型商业硬件供应商，为本地的硬件和工程承包商提供服务。60年后，Chuan Huat 资源有限公司（Chuan Huat）在马来西亚证券交易所主板上市。

坚实的基础

Chuan Huat共有3个核心业务，主要是建筑五金部门，此部门如今已成为马来西亚钢铁库存商、结构钢及其他建设和建筑材料的进出口商。

它还扩展到“Cut & Bend Rebar”、“Wire Mesh”和“Esys Fence”焊接安全围栏的增值项目，从而支持钢铁上游运营，因此成为钢铁服务中心部门的骨干。Chuan Huat的另一项核心业务是其资讯工艺部门。

可靠性是关键

Chuan Huat的经营理念是“可靠性”，因为它是提供建筑和建材的一站式中心。为优化其物流活动，Chuan Huat在全国拥有13个运营中心，分布在巴生、檳城、怡保、马六甲、新山、瓜拉登嘉楼、关丹、吉隆坡、汝来、蒲种、古晋、民都鲁和亚庇。在建筑行业，无法准时交货可能会导致代价高昂的延迟，因此集团的创始人，即已故的Lim Kim Chuan生前坚持巩固其“可靠的业务合作伙伴”的声誉。

Chuan Huat也希望在柬埔寨开设一家丝网制造厂，以扩大本区域的业务。Chuan Huat具备技术知识、业务常识和成熟的产业网络，并致力于充分利用东南亚的新兴经济体。





THE BRANDLAUREATE —PROMINENT —BUSINESS BEST BRANDS— AWARDS 2018



SIGNATURE PROMINENT BUSINESS BRANDS AWARDS



GOLDEN DESTINATIONS
Leisure – Travel & Tours

Travelling Gold Class

Delivering on its promise and promising only what it can deliver. This may sound like a simple philosophy but it is one that has helped ICE Holidays Sdn Bhd (ICE Holidays) grow into one of the country's leading B2B travel brands.

Established in 1991, ICE Holidays offered a variety of travel packages to suit differing needs and budgets. Its unique 'B2B Travel Wholesale' business model offers partners ready-made products and packages, with advertisements and promotions support.

Understanding Clients

By integrating all of its services and products, Ice Holidays has created an instantly recognisable brand in 'Golden Destinations'. Through its GD extension, ICE Holidays continues to provide ultimate travel experience for its customers in tandem with various travel package providers.

To date, Golden Destinations has partnered more than 400 travel agencies nationwide to promote its tours and travel offerings. The 'Golden Destination's' brand name is aggressively marketed and promoted by high exposure in travel fairs such as MATTA, MiTM and MITA fairs. Utilizing its comprehensive network and collaborative relationship with its partners, Golden Destination has also organised bi-annual Golden Destination Alliance in-house travel fairs. This was so successful that it received over 10,000 bookings within 12 hours of its launching, highlighting its ability to meet travellers' expectations, needs and demands.

Five-star rating

Golden Destinations customers have been growing exponentially in the past three years. Total revenue growth has increased from RM 42 million in 2014 to RM 221 million in 2017, which is about 500% of increment. At the same time, the positive customer feedback received for the five-star rating increased from 47.74% to 53.6% within three years.

Golden Destinations also has some high profile personalities such as MY Radio's Jack Lim along with Hui Mei and Jack Yeoh to further boost the brand. This has certainly been a successful strategy as Golden Destination has seen a surge in sales of up to 65% in the corresponding period as well as a huge spike in the number of followers on its social media platforms. All these indicate that Golden Destinations is set to further soar in the foreseeable future.



金级的旅游享受

言出必行，信守承诺。这句话听起来就如一个简单的哲学，但它已帮助ICE Holidays私人有限公司（ICE Holidays）发展成为我国领先的公对公（B2B）旅游品牌之一。

成立于1991年的ICE Holidays，提供各种旅行套餐，满足不同的需求和预算。其独特的“B2B 旅游批发”商业模式为合作伙伴提供现成的产品和配套，并提供广告和促销方面的支持。

了解客户

通过整合其所有服务和产品，Ice Holidays在“黄金目的地”（GD）中创造了一个可立即识别出的品牌。通过其GD的扩展，ICE Holidays继续为各类旅行配套供应商提供终极的旅行体验。

迄今为止，GD已与全国400多家旅行社合作，积极推广其旅游和旅游产品。GD的品牌名称也在MATTA、MiTM和MITA等展会上被大力推广。GD利用其全面的网络和合作伙伴的合作关系，筹办了两年一度的Golden Destination Alliance内部旅游展览会。此举非常成功，它在推出后的12小时内收到了超过1万份订单，满足了旅行者期望和需求。

五星评级

GD的客户在过去3年中成倍增长。总收入从2014年的4200万令吉增加到2017年的2.21亿令吉，约占增量的500%。与此同时，五星评级收到的客户正面反馈，在3年内从47.74%增加到53.6%。

GD还获一些知名人士，如MY Radio的Jack Lim，以及Hui Mei和Jack Yeoh，协助进一步提升品牌。这是一个成功的策略，因为GD在同一时期的销售额激增高达65%，其社交媒体平台的粉丝数量也一样激增。这些表示在可预见的未来，GD的品牌地位将进一步飙升。





THE BRANDLAUREATE —PROMINENT —BUSINESS BEST BRANDS— AWARDS 2018



THE BRAND LAUREATE
SIGNATURE PROMINENT BUSINESS BRANDS AWARDS



GLOBAL 2000
Global Event
Management Solutions



Lighting Up Events

Global 2000 Sdn Bhd (Global 2000) is proudly Malaysian and is an event management, consultancy and crises managements company creating waves across Southeast Asia with innovative concepts and creative designs. Its brand name has also spread as far abroad as China as a company able to provide a full spectrum of services on turnkey from concept-boards, lighting and audio-visual designs (video mapping) to stage set-ups and final executions and is able to expertly handle events of any conceivable scale or size.

Fireworks Expert

Global 2000 has continued to raise the bar ever since its inception a quarter of a century ago. In that time, it has massed a great deal of expertise and has built a solid reputation for being able to bring clients' dreams to fruition, no matter how extravagant or technical.

It has been involved in many high profile projects on home soil but Global 2000 is most proud of its continued involvement with the Da Nang International Fireworks Festival in Vietnam. Global 2000 has been providing its expertise and know how in organising this world class event for the past 11 years.

Proven Track Record

Global 2000 is first to acknowledge that during sluggish economic times, its business is almost always the first to be affected as clients seek to reign in budgets. Inevitably, this usually means less lavish events and far smaller spends but Global 2000 is an industry veteran that has withstood several economic slowdowns. Being able to survive such challenging conditions means that Global 2000 has established itself as a major player in this niche market.

Its ability to be flexible and still meet clients' needs has made it one of the go-to event management companies in the region. It is this sterling reputation that has it being awarded BrandLaureate's Prominent Signature Brand Award.

照亮全场

Global 2000 私人有限公司 (Global 2000) 是马来西亚人的骄傲，它是一家活动管理、咨询和危机管理公司，通过创新概念和创意设计在东南亚创造新浪潮。它的品牌名称也在中国绽放异彩。它提供的全方位服务包括概念板、照明和视听设计（视频映射），以及舞台设置和最终执行任务，并且能够专业地筹办各种大小活动。

烟花专家

自25世纪前成立以来，Global 2000年一直不断提高标准。它在这期间积累了大量的专业知识，而且无论多么奢华或充满技术性的活动，它都能够为客户实现，并从中建立了良好的声誉。

它参与了许多在国内备受瞩目的项目，然而令Global 2000最为自豪的是继续参与越南的岘港国际烟花节。Global 2000在过去11年里一直以其专业与知识，主办世界级的活动。

辉煌纪录

Global 2000首先承认，在经济低迷时期，由于客户被预算所约束，因此其业务几乎总是首先受到影响，导致当时接的都是形式不太奢华及预算较低的案子。但是Global 2000是经受过几次经济衰退的老将。能够在如此具有挑战性的条件下生存，意味着Global 2000已成为这个利基市场的重要商家。

深具伸缩性的Global 2000至今仍能满足客户的需求，因此使其成为本区域首选的活动管理公司之一。如今，它披着一身光彩授予BrandLaureate企菁品牌奖。





THE BRANDLAUREATE —PROMINENT— —BUSINESS BEST BRANDS— AWARDS 2018

THE BRAND LAUREATE
SIGNATURE PROMINENT BUSINESS BRANDS AWARDS



INOVAR
Floorcovering Solutions

A Sound Footing

With over 500 projects completed since 2008, Inovar has firmly established itself as the nation's premier flooring solutions provider. Its quality products and finishes can be experienced in projects such as Sunway Chalis, Damansara, Eco City, Semenyih, and the Rimbuan Sanctuary, Bukit Jelutong.

As the flooring solutions provider of choice to some of the major developers in the country such as Sime Darby, Mah Sing and Sunway, Inovar has certainly proven its credentials.

Home Grown Success

Inovar is a fully home grown enterprise whose mission is to simply improve the living spaces with its quality, stylish and durable flooring. Enhancing each environment with its products has become Inovar's trademark as can be seen from its varied choice of finishings designed to suit different spaces and tailored to meet a variety of functions, whether it be work, living or play areas.

Its range of products include laminate and resilient flooring, outdoor decking, as well as wall panels. Laminate flooring consist of components of wood based and anti-abrasive materials bonded together forming a laminated plank with unlimited designs. Luxury Vinyl Tiles (LVT) categorical known as resilient flooring is made of PVC layers bonded together forming tile or planks with unlimited designs.

Deckshield is a Wood-Polymer composite decking system developed as an alternative to the depleting and costly solid timber decking, making this an ideal and eco-friendly solution to wall coverings. Inovar's wood panels are developed and designed to create a nostalgic ambience and are also imbued with long-lasting properties, which is essential to wall panels.

Award Winner

Inovar's dedication to its craft has seen it receive numerous awards including the Sin Chew Business Award 2017. INOVAR is recognised as a Brand of Distinction - Best Brand in Floor Covering Solutions by The Brandlaureate. 2017 is the 11th consecutive year it has received this award.



卓越的地板方案

自2008年以来已完成500多个工程的Inovar，已成为全国首屈一指的地板解决方案供应商。其优质的产品和饰面可以在白沙罗的Sunway Challis、士毛月的Eco City和武吉日落洞的Rimbuan Sanctuary等工程中体验到。作为我国一些主要发展商如森那美、马星和双威首选的地板方案供应商，Inovar提供的卓越品质已获得认可。

成功的自产自销模式

Inovar是一家全面自产自销的企业，其使命是通过优质、时尚和耐用的地板，改善人们的生活空间。使用其产品改善每个生活环境，今已成为Inovar的商标。从它多种选择的装饰可以看出，这些装饰设计适合不同的空间，并且可以满足各种功能，无论是工作、生活还是游乐区域。

其产品系列包括层压板和弹性地板，户外装饰板以及墙板。层压地板由粘合在一起的木基和抗磨材料组成，形成无限设计的层压板。豪华乙烯基瓷砖（LVT）类别称为弹性地板，由PVC层粘合，形成无限设计的瓷砖或木板。

Deckshield是一种木材—聚合物复合材料装饰系统，可以代替昂贵的实木材装饰板，此举使其成为墙壁覆盖物的理想且环保的方案。Inovar的木板经过开发和设计，营造出怀旧的氛围，而且持久耐用，这对于墙板而言非常重要。

获奖的品牌

Inovar借着卓越工艺而获奖，包括2017年星洲商业奖。它也被The BrandLaureate认可为杰出品牌—地板覆盖方案的最佳品牌。Inovar在2017年蝉联第11次获得此项殊荣。





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THE BRAND LAUREATE SIGNATURE PROMINENT BUSINESS BRANDS AWARDS



LORD'S TAILOR
Fashion – Bespoke Apparel



Master of Dine Threads

Statesmen. Celebrities. Socialites. Lord's Tailor has been offering bespoke tailoring services to those who take their appearances seriously for almost 50 years. Setting up shop in 1974, Robert Loh, founder and master cutter at Lord's Tailor, firmly believes the success of his brand is simply down to listening closely to his customers' needs and being able to make the right recommendations.

This attention to detail has seen the great and the glorious from various fields step though the hallowed portals of Lord's Tailor to be dressed by the finest artisans in the industry. These have included heads of state such as the current Prime Minister of Malaysia, Hollywood A-listers such as Mel Gibson, and fashion icons such as Prof Dato Jimmy Choo.

A Suitable Investment

Loh understands that a well-cut suit is one of the best investments in fashion a man can make. He skillfully approaches each fabric using his extensive knowledge of physics and engineering to accurately cut the cloth to the exacting measurements of the individual he is working on, thus being able to keep the material proportionally flattering to the entire body no matter the shape. Wearing a piece of clothing made by Lord's Tailor gives its customers the confidence to feel and look their best. In recognition of the company's dedication to the perfect men's apparel,

Ready-to-Wear

In 2013, LORD's, the new flagship brand of LORD's Tailor debuted in Pavilion KL – marking a new direction that the company is taking to introduce its own ready-to-wear line, yet keeping their iconic characteristic, which is unremitting quality. The new ready-to-wear line hopes to attract a wider market of younger male executives who are trendy and looking for high quality apparel. Using the same minute attention to detail in every step of the tailoring process, LORD's promises to offer ready-to-wear products of exquisite quality, fabric and style, at an affordable price.

优秀的剪裁大师

不论是政治家、名人或是社会名流，Lord's Tailor近50年来一直为这些严格对待服装的人士，提供量身定制的剪裁服务。Lord's Tailor的创办人兼大师 Robert Loh于1974年开设店铺，他坚信自己的品牌之所以会成功，是因为专注于倾听客户的需求，并提出正确的建议。

这些剪裁精细的细节，让来自不同领域的人士穿出风格和光彩。这无疑是 Lord's Tailor的神圣大门之作，如今已被业界优秀的人物发扬光大，他们包括国家领袖如马来西亚现任首相、好莱坞影星如Mel Gibson 以及时尚推广者 Dato Jimmy Choo。

合适的投资

Robert Loh鼓励男士投资在精心剪裁的时尚上。他巧妙利用自己丰富的物理和工程知识掌握每一种布料的特质，准确地将布料剪裁，同时以严格的测量迎合不同的体型，使材料按比例完美贴身。穿上由Lord's Tailor制作的衣服，顾客将会充满信心，并将自己最好的一面呈现出来。这也是Lord's Tailor对顾客付出的奉献精神。

成衣

Lord's Tailor的新旗舰品牌LORD's在吉隆坡柏威年广场首次亮相，它象征了该公司朝向本身成衣系列的新方向，同时保持其标志的特质，那就是优良的品质。新的成衣系列将扩大年轻男性的成衣市场。这些担任高职的年轻人追求时尚，也倾向高品质的服装。LORD's承诺以实惠的价格提供品质优良的布料和款式精美的成衣产品。这个品牌也将继续在剪裁过程注重每一个细节。





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SKB

Manufacturing - Roller Shutters & Steel Doors



Fire & Steel

Safe, reliable and operationally smooth. These are the bywords that highlight the quality of the roller shutters and steel doors manufactured by SKB at its ultra-modern 50,000sq metre manufacturing facility in Kota Damansara, Selangor. Utilising computer-assisted machinery and equipment, SKB produces a range of aluminium products, fire-resistant steel doors, roller shutters and storage systems that are used in both commercial and residential settings the world over.

Well-deserved Reputation

Quite a feat for a company that started out as a small family business in 1957. These days its products have achieved a reputation for reliability and durability. For instance, the SKB Insulated Fire Shutter is the first insulated fire shutter in the region that has achieved 240 minutes of fire resistance and 240 minutes of insulation. The Insulated Fire Shutter is a single-layer shutter curtain made of steel face sheets on both sides of the curtain and incorporated and sealed with fire rated heat insulation boards in between. The steel-made, single layer shutter curtain is easy to maintain, greaseless and insulated on both sides. Strengthened guide rails and insulated shutter curtains are carefully designed to achieve excellent performance results compared to other alternatives available in the market.

Tested & Certified

It is then not a surprise that SKB Shutters products are in fact guaranteed to be reliable, safe and operationally smooth. Widely recognized as being of superior quality, its fire shutters are subjected to the most stringent quality control before they are marketed. Consistently, they have been tested and proven to conform to the highest worldwide standards of fire testing – a fact that can be testified by research findings by the Warrington Fire Research in the UK. In the local context, they have also been accepted and certified by SIRIM and by Jabatan Bomba Malaysia. Thus, SKB is a deserving recipient of BrandLaureate's Signature Prominent Brand Award.

火焰与钢铁

安全、可靠和操作平稳，这些都是用来形容SKB制造的卷帘门和钢门的质量。SKB超现代5万平方米的制造厂坐落在雪兰莪哥打白沙罗。SKB利用电脑辅助机械和设备，生产一系列用于全世界商业和住宅的铝制品、防火钢门、卷帘门和存储系统。

当之无愧的声誉

对于一家1957年开始作为小型家族企业的公司而言，这是一项壮举。如今，其产品在可靠性和耐用性方面享有盛誉。例如，SKB绝缘防火卷帘是本区域第一个隔热防火卷帘，具有240分钟的耐火性能和240分钟的隔热效果。绝缘防火卷帘是由帘子两侧的钢面板制成的单层卷帘，并在其间装有防火隔热板。钢制单层百叶窗帘两侧易于保养、无油脂和有绝缘功能。若与市场上的其他替代品相比，加强的导轨和隔热卷帘经过精心设计，可以发挥出色的性能。

经过测试和认证

SKB Shutters产品保证可靠、安全且操作平稳。其防火百叶窗被广泛认为具有卓越的品质，在销售之前必须经过最严格的质量控制。同时也经过测试并证明符合全球最高的防火测试标准。这个事实可以通过英国Warrington Fire Research的研究成果证实。在当地，它们也被SIRIM和马来西亚消防局接受并认证。因此，SKB成功赢得了BrandLaureate企菁品牌奖。





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SEPANG GOLD COAST MALAYSIA

SEPANG GOLD COAST
Property Developer in eco-tourism



Golden Palm in the Sea

Going beyond mere eco-tourism, the Sepang Gold Coast development set out to be at the forefront of the country's tourism industry by being one of the region's most iconic and recognisable beachside resorts. With its majestic palm frond layout spread out in the Straits of Malacca, it was indeed an ambitious project when launched two decades ago but now that it has come to full fruition, time is ripe for both visitors and investors to enjoy the dividends of this spectacular eco-resort by the coastline of Selangor.

Wildlife Sanctuary

The Sepang Gold Coast development is expected to kickstart the emergence of Sepang as a world-class coastal eco-city. But all the development has been carried out with careful consideration to the surrounding eco system, especially the 17kms of pristine riverine in the mangrove sanctuary of Sepang. Visitors will delight in local wildlife such as turtles, dragonflies and Purple Herons. Imagine the daily alarm outside the windows of these magnificent sea villas is nature's soundtrack of ducks, birds, and crickets, mingling with the waves.

Experienced Hand

The Sepang Gold Coast is developed and managed by Sepang GoldCoast Sdn Bhd - a Joint Venture Company Formed by Permodalan Negeri Selangor Berhad (PNSB) and Sepang Bay. Sepang GoldCoast Sdn. Bhd. was incorporated in 1999, and is jointly established by the State of Selangor's investment arm, Permodalan Negeri Selangor Berhad, and Sepang Bay Sdn. Bhd., to develop Sepang GoldCoast.

Sepang Bay is the property arm of CNI International, an organization with operations in Malaysia, Indonesia, Singapore, China, India, and the USA. As a leading property developer in Indonesia, with projects such as commercial centres, and hotels—including 5-star Hyatt Regency Bandung—the management of the Company has extensive property development experience, especially in professional management of hospitality and ecological resources.

海中金棕榈

雪邦黄金海岸发展项目不仅是生态旅游，也是本区域最具标志性和知名度的海滨度假胜地之一，它在我国旅游业处于领先的地位。凭借其雄伟的棕榈树在马六甲海峡伸展，它无疑是20年前推出的非凡发展计划。如今它已是完全成熟的计划，而且时机也已经成熟，现在恰好是游客和投资者，享受这个位于雪兰莪海岸线的生态度假村的最佳时刻。

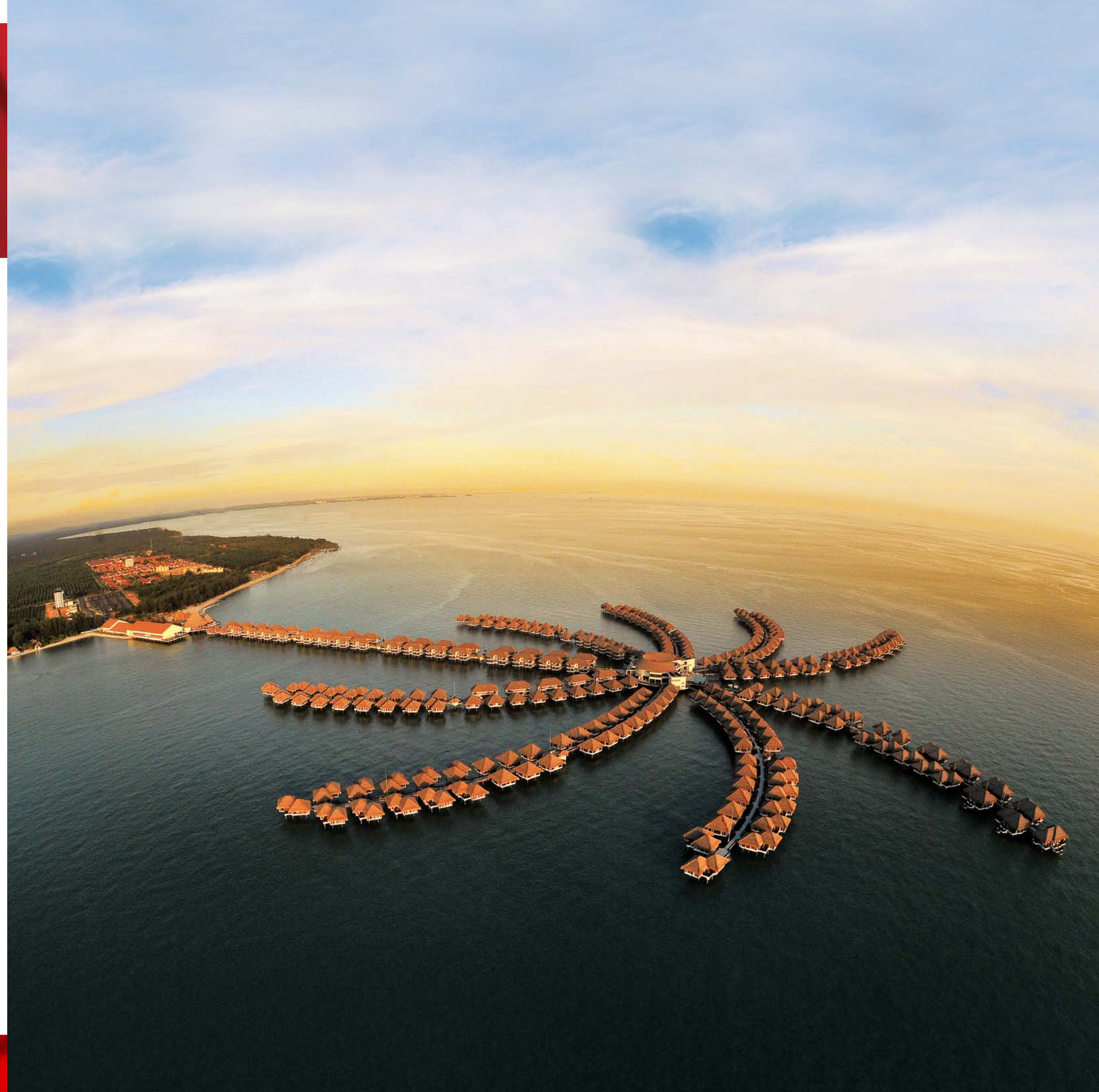
野生动物保护区

雪邦黄金海岸的发展，预计将使雪邦成为世界级沿海的生态城市。所有的发展工作都仔细考虑到四周的生态系统，特别是雪邦红树林保护区17公里处的原始河流。游客将可欣赏到当地的野生动物，如海龟、蜻蜓和紫鹭。想象一下，从这些海上别墅窗外听到大自然里的鸭子、鸟类和蟋蟀的叫声，而这些声音又与海浪交织在一起。.....

经验丰富的舵手

雪邦黄金海岸由Sepang Gold Coast私人有限公司发展和管理，它也是Permodalan Negeri Selangor 有限公司（PNSB）和Sepang Bay组成的合资公司。Sepang GoldCoast私人有限公司成立于1999年，由雪兰莪州投资部门Permodalan Negeri Selangor 有限公司和Sepang Bay私人有限公司联合成立，并共同发展雪邦黄金海岸。

Sepang Bay是CNI International的房地产支部，CNI International是一家在马来西亚、印尼、新加坡、中国、印度和美国发展业务的机构。身为印尼的领先房地产发展商，其项目包括商业中心和酒店，例如五星级万隆凯悦酒店。这家公司的管理层拥有丰富的房地产发展经验，尤其在礼宾和生态资源的专业管理方面。





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THE HAVEN®
RESORT SUITES · HOTELS · RESIDENCES

THE HAVEN
Hospitality

The Perfect Urban Getaway

Planning that perfect family getaway can be difficult, especially when trying to accommodate the needs and wants of every family member. The Haven is a five-star urban resort that offers a little something for everyone. It was designed with a view of keeping three generations of holidaymakers within the same family unit happy, meaning children, parents and grandparents.

Paradise City

For starters, its unique location places The Haven right on the edge of a virgin rainforest but also just 15-minutes from Ipoh city centre. So right off, holiday-makers get the perfect blend of a refreshing nature retreat amid the splendour of the resort's natural flora and fauna and also get to enjoy the many attractions in Ipoh, not least its many gastronomic delights that keeps attracting repeat visitors.

Unparalleled Facilities

The resort hotel boasts an unparalleled lifestyle of luxury and convenience which includes a signature-designed infinity swimming pool, a fully-equipped gym, spa, jogging track, tennis and basketball, table-tennis, badminton and squash courts, ballroom and conference facilities, an amphitheater, a meditation deck, poolside bar & restaurant and shuttle van services.

The latter makes visiting the numerous attractions in Ipoh a cinch and guests can look forward to returning to a little slice of paradise after a hectic day of activities. The peaceful and serene location also makes it an ideal spot for corporate retreats and conferences, allowing participants to fully focus as well as re-charge their batteries. There is also 20 acres with onsite activities that include a Challenge Course and various customised team-building activities.

The natural wonders of The Haven also makes it the perfect backdrop for hosting wedding receptions. Its outdoor garden venue with its majestic limestone backdrop will ensure a lifetime of wonderful memories for those tying their nuptials as well as for the guests.



完美的城市之旅

想要规划一个完美的家庭假期，也许会很困难，特别是想要努力满足每个家庭成员的需求时。The Haven是一家五星级的城市度假村，实现每个人的小心愿。它的设计旨在让三代同堂的游客，可以在同一个家庭单位中享受天伦乐。以上所谓的三代即是孩子、父母和祖父母。

天堂之城

首先，地理位置独特的The Haven位于原始雨林的边缘，距离怡保市中心仅有15分钟的路程。所以，游客可以在度假村充满自然动植物环境中，尽享休闲的时光。他们还可以享受怡保其他景点，包括各种美食，此举让更多游客留下好印象而再次光临。

无与伦比的设施

这家度假酒店提供豪华和便利生活方式，其标志性设计的无边游泳池、设备齐全的健身房、水疗中心、慢跑跑道；网球、篮球，乒乓球，羽毛球和壁球场、宴会厅和会议设施、圆形剧场、冥想场所、池畔酒吧、餐厅及班车服务，都令人津津乐道。

怡保的景点比比皆是，在忙碌了一天的活动之后，游客可以回到宛如天堂的氛围。其宁静而安详的环境使其成为企业休闲和进行会议的理想场所，参与者可以充分专注并充电。这里还有20英亩的现场活动，包括挑战项目和各种定制的团队建设活动。

The Haven的自然奇观也使其成为举办婚礼的完美场地。它的户外花园拥有雄伟的石灰岩景观，让参与婚礼的人士留下美好的回忆。

The Haven 正面的评价让它获得各种奖项，尤其是BrandLaureate企菁品牌奖。





INNOVATE
TO INVIGORATE
OUR FUTURE
THE BRAND LAUREATE
PROMINENT
BUSINESS LEADERS
ASIA 2018





**TO BE SEEN
TO BE HEARD
TO BE KNOWN
TO BE PROMINENT**

**BE A
PROMINENT BRAND**

DR KKJOHAN

**THE BRAND LAUREATE
PROMINENT BUSINESS BRANDS AWARDS**





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APRIL TWENTY TWO
Lifestyle - Beauty & Cosmetics

Malaysian Beauty

One of the main grouses commonly heard from those purchasing costly, imported beauty products is that these do not cater to local demographic. The climate here is different. So is the diet and that's not to mention the melting pot of peoples here with different needs from their cosmetic and skincare products. Up step April Twenty Two Sdn Bhd (April 22) - a locally registered cosmetic company focusing on e-commerce platforms.

It is the manufacturer of the April 22 line of cosmetic products, a brand which is locally registered in Malaysia and specially caters to the Malaysian demography. April 22 aims to produce local cosmetic products that are on par with international cosmetic brands and are capable of competing with them in the local Malaysian market under its own brand.

Made for Malaysians

The April 22 brand is the brainchild of Malaysian entrepreneurs; unlike products from famous international brands, April 22 cosmetic products are specially tailored by Malaysians for Malaysian skin and complexion while being more affordable. In addition, APRIL 22 products often come with 5-in-1 functions to reduce hassle and offer users the benefit of having everything with just a single product. These give customers the peace of mind that they would always be getting the best out of the money they spend when they buy APRIL22 products.

Gaining Customer Confidence

April 22 strives to offer more than just good products and services. In addition to products that are specialized to accommodate the local Malaysian demography, April 22 has invested much on research and development as well as in building customer confidence. April 22 products have been registered under the Malaysian BPFK (National Pharmaceutical Control Bureau) and lab tested with every production batch to ensure product safety.

April 22 aspires to expand into retail sales and compete with rivaling international brands by opening physical stores in the future. The company strives to promote April 22 products to the Malaysian demography, with a strong belief that the people will benefit from local cosmetic products more than relying upon famous brands that do not specialize on meeting the needs of Malaysian/Asian skincare.



马来西亚的美女

购买昂贵进口美容产品的人，通常都会遇到一个问题：这些美容产品其实并不适合本地的使用者。皆因这里的气候与其他地方有很大的差异，饮食方面亦然。再说这里的人对化妆品和护肤品有不同的需求。诚意推荐，April Twenty Two私人有限公司（April 22），一家专注于电子商务平台的本地注册化妆品公司。

它是April 22系列化妆品的制造商，该品牌在马来西亚注册，因此特别迎合马来西亚人的需求。April 22旨在生产与国际化妆品品牌同等的本地化妆品，并以自有品牌模式在马来西亚市场与国际品牌竞争。

特为马来西亚人制造

April 22 的品牌是马来西亚企业家的心血结晶，它有别于国际的知名品牌。April 22化妆品是由大马人专门为国人皮肤和肤色量身定制的产品，而且价格更实惠。此外，April 22产品一般具备5合1功能，因此更便利，让用户使用一个产品即可拥有一切的好处。这些产品可让顾客安心使用，而且物超所值。

深获顾客信任

April22致力于提供的不仅是优质的产品和服务。除了迎合本地人的需求，April 22还在研发方面投入了大量资金，以及建立顾客的信心。April 22产品已在马来西亚BPFK（国家药品管理局）管辖下注册，并对每个产品批次进行实验室测试，以确保产品可安全使用。

April 22希望通过在未来开设实体店，扩大零售并与国际品牌竞争。该公司全力将April 22产品推广到马来西亚，并坚信人们将可受惠于本地化妆品，而不是依赖不符合马来西亚/亚洲人护肤需求的知名品牌。



APRIL 22





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ANNA HOO®
CLINIC

ANNA HOO
Wellness – Aesthetic



Tailor Made Healthcare

The best way for a person to maximise their potential is by having a body that looks and feels absolutely fabulous, both inside as well as out. Rather than dismissing outer appearances as the pursuit of the vainglorious, the Anna Hoo Group firmly believes that it is a reflection of a person's wellness, both in terms of a person's physiological and mental states. Looking good breeds confidence and feeling good certainly does wonders for a person's quality of life!

Personalised Treatment

The Anna Hoo Group (Anna Hoo) began in 2010 as the Anna Hoo Clinic, specializing in wellness and aesthetics. Keen to stand out from rivals offering generalised treatments, Anna Hoo tailor the treatment to patients' needs. That is why most of its patients are long-term patients who began their transformation journey with Anna Hoo towards a healthier, happier self.

Dr Anna Hoo is the founder and CEO of the Group and her expertise lies in perfecting the balance between medical training, aesthetics and preservation of wellness. She specialises in injectables, combination therapy and medical lasers. Part of Dr Hoo's motivation comes from a firm belief in natural beauty and the option for anyone to age gracefully and with vigour. With the advent of modern medical science, this is now possible. One can now benefit from holistic healthcare which is both financially viable and non-intrusive.

Natural-looking Results

Anna Hoo's growth today comes from having a deep understanding of its patients' needs. The realisation is clear that patients want safe treatment with reproducible results – results which appear natural and not overdone.

Thanks to its loyal patients, the Anna Hoo Group has expanded to offer more than just medical clinics, it also provides medical aesthetic education to medical practitioners. It has also established an Academy to educate medical practitioners on safe and effective medical aesthetic therapies.

为您定制的医疗保健

一个想要发挥巨大潜力的人，最好的方法就是拥有一个从内外看起来和感觉美好的身体。Anna Hoo集团认为，一个人与其靠外表追求虚荣，不如追求生理和心理方面的健康。当一个人看起来充满魅力时，他将会满怀信心和感觉良好，进而拥有一个优质的生活。

个人化的治疗

Anna Hoo 集团（Anna Hoo）于2010年以Anna Hoo诊所起家，并专业于健康和美学。为了从提供普通治疗的竞争对手中脱颖而出，因此Anna Hoo根据患者的需求量身定制治疗方案。这就是为什么多数患者都是其长期顾客，因为他们一开始就与Anna Hoo一起走向更健康、更快乐的人生。

Anna Hoo医生是集团的创办人兼执行长，她的专长在于使医疗培训、美学和保健之间取得完美的平衡。她的专业包括注射剂、综合疗法和医疗激光。Anna Hoo医生的信念源于对自然美的概念，她也希望每个人可以优雅且充满活力地老去。随着现代医学科学的出现，这个目标不难实现。如今，人们可以从整体医疗保健中受益，这种医疗保健既在经济上可行，也属非隐秘模式。

提供自然的外观

基于深入了解病患的需求，Anna Hoo才会有今天的成就。很明显的是，病患需要安全治疗，而且有复验性的结果，即是看似自然而不是过度的结果。

由于有忠诚患者的支持，Anna Hoo集团目前不仅提供医疗诊所，它也为医疗从业者提供医学美容教育。这个集团已成功建立一间学院，为医疗从业者提供安全有效的医学美容治疗课程。





ANNKANG
Wellness – Health Supplement

Health is Wealth

Being able to lead a healthy existence is central to one's happiness, hence many peoples' preoccupation in seeking the veritable fountain of youth. One organization that believes it has found the answer is Annkang, whose very moniker translates to mean 'health and harmony'.

One Cool Cucumber

Annkang's founder, Dato' Louis Chong, believed that nature holds the key to wellness. Back in 2008, his search for the most nutrient-rich natural ingredient in the world led him to the world of marine research along the East Coast of Malaysia. That's when he stumbled upon the incredible potential behind the golden sea cucumber extract. Inspired by its health benefits as a functional food supplement, he realised that the best way to bring honest-to-goodness formulations to everyone, was to connect expert manufacturers with consumers directly. And so, Annkang's progressive marketing model was born, for aspiring entrepreneurs to share the goodness of holistic health.

Enriching Lives

Annkang's philosophy of wellbeing is based on the Golden Triangle of Health; detox, regulate, boost. When the body is cleansed and systems are controlled, it's time to give the body a boost with Annkang's products which are enriched with essential ingredients that provide positive health benefits, optimising our intake of vitamins, minerals and nutrients.

Annkang's flagship product is Seagold Liquid which contains sea cucumber which contain the same medicinal properties as the ginseng herb. Seagold Liquid as an internationally award-winning formulation, with manufacturers who use cutting-edge magnetic resonance extraction technology to maximise potency and nutrient absorption by the body.

Other products which utilise carefully selected natural ingredients are Chlorophyll Plus Liquid, Acai King, Koragen, You Qie Botanicals and hydrogen enriched-water, all specifically designed to allow consumers to live more fulfilling lives by having access to affordable healthcare and wellness products.



健康就是财富

健康美满的生活，对于缔造一个人的幸福乃至至关重要，因此许多人都在寻求真正的青春之泉。而寓意“健康与和谐”的Annkang组织相信本身已找到那个泉源。

海参的魅力

Annkang的创始人拿督Louis Chong认为大自然是健康的源头。早在2008年，他就已寻找世上最丰富的天然成分，此举引领他进入马来西亚东海岸的海洋研究领域。当他偶然发现黄金海参提取物的巨大潜能时，他就被黄金海参的巨大益处启发，认为它可以成为营养食品。他也发现，让专业的制造商直接接触消费人，乃是将好处带给大家的最佳管道。因此，Annkang的渐进式营销诞生了，因此有抱负的企业家得以与大家分享整体健康的美好。

丰富人类的生命

Annkang的保健理念，乃是依据健康金三角而成立，即是排毒、调节和提振。当体内被洁净后、系统受到控制时，也是时候使用Annkang的产品来增强身体了。这些产品富含不可或缺的成分，为人们提供健康益处，优化人们摄入的维生素、矿物质和营养素。

Annkang的旗舰产品是 Seagold Liquid，它蕴含与人参草药具有相同药用特性的海参。配方获国际奖项的 Seagold Liquid，制造过程采用了尖端的磁共振萃取技术，能够最大限度地促进身体的功能和营养的吸收。

天然成分经过精心挑选的其他产品是 Chlorophyll Plus Liquid, Acai King, Koragen, You Qie Botanicals 和富含氢的水，所有产品都经过专门设计，让消费者能够获得价格合理的医疗保健产品，从而享有更健康充实的生活。





BENTLEY MUSIC

Retail –Musical Instruments & Sound Reinforcement



Follow the Music Man

Be it a seasoned professional session player, touring musician, young punk, long-haired rocker, avant-garde jazz free former, or just the average parent looking for a starter musical instrument for their child, the place most will head to is one of Bentley Music Group's (Bentley Music) supremely well-appointed stores in Mutiara Damansara, Bukit Bintang and Penang.

Rock Solid Reputation

Founded in 1975 by Phua Sin Loke, Bentley Music's first store was located along Jalan Masjid India, selling brass instruments, woodwinds, violins, guitars and pianos. The founder cleverly capitalised on the nascent rock and roll scene in the country by importing a greater range of instruments as well as the more popular brands associated with the thriving music scenes. It did not take long for Bentley Music to be known as the go-to-place for any budding or serious musician looking for their weapon of choice.

Today, Bentley Music is known as the country's leading 'Music and Sound Specialist', and is the top retailer and distributor with the widest distribution network of dealers in musical instruments and sound reinforcement equipment, offering up to 80 of the world's best known brands.

Northern Expansion

At one point, Bentley Music' premises at the heart of Kuala Lumpur's Golden Triangle was the country's targets music instruments showroom, making it the focal point for the Klang Valley's professional musicians, music teachers and students.

In 2013, Bentley Music announced the opening of their latest venture into the Penang music scene with another 6,000-square-foot showroom situated in an upcoming urban lifestyle mall, Gurney Paragon Mall in Northern Malaysia. The latest innovative showroom and the first outlet outside of Klang Valley offers musicians up north with more brands and greater choice of musical instruments and a retail shopping experience where the instruments are displayed in a user-friendly manner.

跟随音乐人

无论是经验丰富的专业人士、巡回音乐家、年轻朋克、长发摇滚乐手，前卫的爵士自由乐手，还是一般为孩子寻找入门乐器的父母，他们最爱去的地方是 Bentley 音乐集团 (Bentley Music) 在珍珠白沙罗、武吉免登和檳城完善美观的商店。

美誉远播

Bentley Music 于 1975 年由 Phua Sin Loke 创立，其第一家店位于 Jalan Masjid India，销售铜管乐器、木管乐器、小提琴、吉他和钢琴。这名创办人通过引进更多的乐器和更受音乐会欢迎的品牌，明智地利用了我国新兴的摇滚乐场景。不久后，Bentley Music 就被认为是任何形式音乐家的首选，这些音乐家有些刚崭露头角，有些则是资深的音乐家。

今天，Bentley Music 被誉为全国领先的“音乐和声音专家”，也是顶级的零售商和分销商，拥有最广泛的乐器和扩声设备经销商网络，提供多达 80 个世界知名品牌。

拓展北马业务

Bentley Music 在吉隆坡金三角的商店，堪称我国规模最大的乐器展厅，这使其成为巴生谷专业音乐家、音乐教师和学生的焦点。

2013 年，Bentley Music 宣布将其最新的合资企业拓展至檳城的音乐舞台，另有 6000 平方英尺的展厅位于北马的 Gurney Paragon Mall，这是一家城市生活购物中心。这间最新的创新陈列室和巴生谷以外的第一家分店，为北马的音乐家提供了更多的品牌、更多的乐器选择以及零售购物体验，其乐器更是以用户友好的方式展示。





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Curtains Place

CURTAINS PLACE
Curtain Furnishing

The Don of Drapes

In the white room with black curtains . . . so went the famous opening lines to Eric Clapton's big 60s hit with Cream - White Room. While it may have sounded everlastingly cool as an opening line to a rock tune, it is not quite as easy as that when it comes to actual interior design pairings. After all, given the sheer size of an average curtain, the drapes will have a huge impact on the feel of any given environment. Thus it makes complete sense that the curtains are given plenty of attention instead of being dismissed as an afterthought that could potentially ruin the entire aesthetic of the space.

Unique Experience

The Curtains Place was established by a passionate curtains professional with over 15 years' experience in 2011. The aim was to provide clients a premier destination for top quality fabrics and curtain accessories with knowledgeable curtain curators providing expert input. Couple that with huge array of choice available, it is no wonder that the Curtain Place has carved a niche for itself as the outfitters of choice for celebrities and those who have acquired the taste for the finer things in life.

It is this attention to detail which allows Curtains Place to match, design and perfect a work, living or play space to suit the individual needs of the client. Its curtain curators have years of experience allowing them the ability to take clients' vision in their heads and transform it into a living and working reality.

Record Maker

Curtains Place also has the unique distinction of having numerous entries into the Malaysia Book of Records. These include for having the most number of curtain fabrics in a single outlet as well as the first curtain logo crossover with Swarovski Crystals. These should highlight that for curtain needs, there should be no other expert to seek other than the Curtains Place.



窗帘

在配有黑色窗帘的白色房间.这是Eric Clapton在60年代歌曲《Cream-White Room》的开场歌词。作为摇滚乐曲的开场，听起来可能非常酷，但窗帘与实际的室内设计搭配并不容易。毕竟，窗帘的大小，将对任何空间的感觉产生巨大影响。因此，完全可以理解的是，窗帘扮演了极其重要的角色，它绝不是被视为专门破坏整个空间的东西。

独特的体验

Curtains Place由充满热忱的窗帘专业人士在2011年成立，至今已拥有超过15年的经验。其目的是为客户提供高品质面料和窗帘配件，以及专业的咨询。此外，Curtains Place也有各种选择，因此它已经为自己创造了一个利基市场，并成为名人和生活热爱者的首选。

注重细节的Curtains Place，在搭配、设计、手艺、创造生活或玩乐空间上，均能满足客户的个人需求。Curtains Place馆长拥有多年的经验，这使他们能够了解客户的需求，并协助他们打造理想的生活和工作空间。

纪录创造者

Curtains Place在《马来西亚记录大全》留下了多个辉煌纪录，包括在单个分行中拥有最多的窗帘布料，以及与施华洛世奇水晶合作第一个窗帘标志。因此，若您对窗帘有高度需求，不妨考虑Curtains Place。





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ENCOMAS

another prestigious project

ENCOMAS Property Development



The Friendly Developer

In an industry filled with vacuous superlatives and empty jargon alluding to the finer thing in life, it is indeed refreshing to hear one property developer keeping its vision simple. Encomas aims to treat its home buyers as its ‘friends’ rather than customers. A third generation construction company, the people behind Encomas are down-to-earth in acknowledging their humble roots and modest turnover but they are extremely proud of Encomas’s track record of always delivering its projects on schedule.

Customer satisfaction is also high on their list of priorities with Encomas making available a host of services to help home buyers realise their dream of owning their dream abode.

Flexi Packages

Encomas fully understands that buying a home is a huge undertaking and makes available a host of flexible packages. These include instalment scheme for deposit on homes as well as a minimum deposit scheme. There is a no-questions-asked full refund policy when a buyer is unable to secure the necessary financing. Aside from these financial services, Encomas also help tailor each home to suit individual family needs by providing renovation consultancy. All these help make purchasing a home a lot less intimidating and help buyers achieve their dream homes faster with a lot less hassle and red tape. By keeping everything in-house, Encomas has been able to maintain a high level of workmanship on all of its projects.

Northern Exposure

This down home and friendly approach has stood Encomas in good stead, with satisfied customers spreading word of its outstanding services by mouth. Its projects and brand name are now synonymous with quality, affordability and friendly approach in the states of Kedah and Perlis. It has also generated plenty of goodwill in these states with numerous CSR projects dedicated to building better roads to facilitate better access to schools.

友善的发展商

当我们都希望生活中充满着美好事物时，却偏偏有时在房地产领域事与愿违。恰巧这时出现了一个愿景简单的发展商，无疑令人突然耳目一新。Encomas旨在将其购房者视为“朋友”而非顾客。身为第三代建筑公司，Encomas有一支脚踏实地的团队，他们对公司的起源和营业额抱着谦卑的态度。然而他们对Encomas如期交货的良好记录感到非常自豪。

客户满意度也是他们优先关注的事项，例如Encomas提供了一系列服务，帮助购房者拥有梦寐以求的居所。

弹性的配套

Encomas完全理解购买房屋不是一件易事，因此提供了一系列弹性的配套。这些包括房屋分期付款计划和最低订金计划。当买方无法获得所要的融资时，可以获得全额退款。除了这些金融服务，Encomas还通过提供装修咨询服务，帮助定制每个房屋以满足个人的家庭需求。这些都已促使购买房屋不再是件难事，而且还可以帮助买家省却许多麻烦，更快拥有梦想家园。由于一切均由内部处理，因此Encomas能够在所有工程中保持高水平的工艺。

北马之光

这种接地气又友善的待客方式，使Encomas处于有利地位。其卓越的服务，让称心满意的顾客赞不绝口。它的工程和品牌，在吉打和玻璃市已是优质、可负担性和友善的代名词，

它也通过许多企业社会责任项目，包括建设更完善的道路以利通往学校，在这些州属大量送暖。





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FREEMEN
Empowering people
Towards financial freedom & beyond

FREEMEN
Services –
Training Solutions



Impacting Positive Change

Freemen Education (Freemen) is an international marketing and training solutions provider that aims to make a positive impact in people's lives. It services include providing insightful seminars and training sessions, along with a holistic education package designed to inspire positive transformation. Freemen is backed by a strong community of investors, students, business owners and coaches who are wholly dedicated towards a common goal - Change and Impact Lives.

Highly Successful Programmes

Freemen measures its success based on participants' results achieved though their investments and the positive impact the training and education has had in enriching their lives. Freemen's signature programmes include the renowned 'Get Started in Property Investments with No Money Down' and 'Business Mastery Intensive' programmes, both which have become synonymous with success in the property education industry. The former programme has boasted a consistent closing rate of at least 87% for the previous eight years, allowing many of Freemen's property graduates to see their 'No Money Down' properties turn a profit.

This high success rate has seen Freemen further its reach within th region with its programmes now reaching Hong Kong, Thailand, Cambodia, Taiwan and Singapore.

Best Seller

Freemen has also published a book - 'How to be Financially Free Through Property Investments' - was sold out in MPH stores within a week of its launch. This best seller success reflects Freemen's reputation as a top notch trainer and education provider. This is further backed by the prestigious awards Freemen has picked up, including The 100th Most Influential Young Entrepreneur 2017 as well as the Grandeur International Business Award 2017/2018. These now join BrandLaureate's Prominent Brand Award showcasing Freemen's sterling reputation in the property education industry.

影响正面改变

Freemen Education (Freemen) 是一家旨在为人们带来正面影响的国际营销及培训方案供应商。它的服务包括提供精辟的研讨会和培训课程，以及旨在激发正面转变的整体教育方案。 Freemen获得投资者、学生、商家和教练团体的支持，他们致力于实现一个共同目标——改变和影响生活。

高度成功的课程

Freemen的成功与否，取决于参与者通过投资取得的成果，以及通过培训和教育后是否取得正面影响而丰富了生活。Freemen的主要课程包括知名的《从没钱开始从事房地产》和《商业掌握密集模式》，这两个课程已成为房地产教育行业成功的代名词。前一个课程在过去的8年里一直拥有至少87%的一致收盘率，使Freemen的许多房地产毕业生看到他们的“没有钱”的房产变成了利润。

如此高的成功率使Freemen进一步扩大其在该地区的影响力，其项目现已覆盖香港、泰国、柬埔寨、台湾和新加坡。

畅销书

Freemen还也出版了一本书《如何通过房地产投资实现财务自由》。此书在推出后一周内在MPH商店售罄。这本畅销书的成功反映了Freemen作为顶尖培训师和教育供应者的声誉。 Freemen屡获著名奖项，包括“2017年第100届最具影响力年轻企业家”以及“2017/2018年Grandeur国际商业奖”。如今更加入BrandLaureate企菁品牌奖，此举也反映出了Freemen在房地产教育行业的良好声誉。





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GIBN
Consumer – Bird's Nest



Nestful of Goodness

According to legend, it was Admiral Zheng He who discovered the natural goodness of birds nest. But it was quite the accidental discovery as fate would have his fleet land on some deserted islands on the Malay archipelago. His men were hungry and malnourished after facing severe weather at sea. Zheng He and his men ventured into cliffs looking for fresh supplies when the admiral noticed some swiftlet nests. He ordered is men to collect the nests and having cleansed them, used the nests for sustenance. Zheng He immediately noticed an improvement in the men's physical demeanour. Upon his return to China, Zheng He presented the birds nests as one the treasures from his travels to the Emperor.

Premium Item

Ever since then, bird's nest have been recognized as a nutritious item that helps maintain youthfulness, strengthen the immune system and even promote longevity. Bird's nest is normally stewed in soups, but has also become common practice to be used for beauty purposes. Such is its popularity that bird's nests are consumed by all age groups and are regularly presented as premium gifts.

One of the leading brands people tend to look for is Grand Imperial Bird's Nest (Grand Imperial). It uses bird's nest that have been carefully harvested (primarily from its farms in Indonesia) and manufactured using advanced technology in a GMP and HACCP certified facility. By imposing exacting standards on its products, Grand Imperial has built itself a reputation as being 100% natural and free of preservatives, artificial flavourings, and colourings.

Extensive Network

Grand Imperial's mission is to educate the younger generation of the therapeutic effects of its products so that they too can enjoy the natural goodness of the brand's beauty products and beverages. It has an extensive distribution network supplying quality bird's nest products to Malaysia, Indonesia, Singapore, Hong Kong, China, Taiwan, Australia and USA.

丰富的养分

依据传说，航海家郑和发现了燕窝的天然补益。然而这纯属他的偶然发现，因为命运先让他的船队登上马来群岛的一些荒岛。他的船队在海上遇到恶劣天气后，感到饥饿和营养不良。当郑和在岛上注意到这些燕窝时，马上就与其船队冒险进入悬崖寻找新鲜物资。他命令船队收集燕窝并清理它们，再用燕窝来补充营养。不久后郑和就注意到船队的体力有所改善。回到中国后，郑和将燕窝作为他旅途上的宝物赠送给皇帝。

优质商品

从那时起，燕窝就被公认是一种营养丰富的食品，有助于保持年轻，增强免疫系统，甚至有助延年益寿。燕窝通常放在汤里炖煮，它也成为美容养颜圣品而广受欢迎。不同年龄层的人士都会选购燕窝，还将它当作高级礼品送人。

如今人们倾向于购买Grand Imperial Bird's Nest (Grand Imperial) 燕窝。它是采用经过精心采摘的燕窝（主要来自印尼的农场），并在获得GMP和HACCP认证的制造设备中，使用先进的技术制造。基于严格的产品生产标准，因此Grand Imperial已是公认的100%纯天然、不含防腐剂、人造香料和色素的燕窝。

广泛的网络

Grand Imperial的使命是教育年轻一代有关燕窝的功效，让他们也能享受Grand Imperial美容产品和饮料的天然好处。它拥有广泛的分销网络，为马来西亚、印尼、新加坡、香港、中国、台湾、澳洲和美国提供优质的燕窝产品。





GRACEFUL PIANO
Retail & Services – Piano



Ebony & Ivory

Founded in 2005 by David Ng, Graceful Piano Sdn Bhd (Graceful Piano) started off as a used piano business. But though business was good, the feedback from customers prompted Ng to shift towards selling brand new instruments. Fast forward to the present and Graceful Piano is the authorised dealer and importer of for a variety of brands that suit different needs and budgets. These include Bluthner, Fazioli, Shigeru Kawai, Haessler, Irmiler, Kawai, Mendelssohn, Samick, and PianoDisc. It is also the wholesaler of Casio EMI products.

Complete Range of Services

Graceful Piano does not just sell pianos. Almost every level of piano service is available. These include the refurbishing, overhauling, tuning, rental and even the heavy duty, yet delicate, job of piano removal. But these highly prized musical instruments are not in the hands of Luddites but highly skilled and trained artisans who truly understand the inner workings of these delicate, precision instruments.

This expertise is reflected in the fact that Ng himself was trained by a famous Swiss piano technician - Otto Rinlisbacher. This allowed Ng to be an authorized technician of Bluthner, Fazioli, Shigeru Kawai, Irmiler and many other makes of piano.

Buy Back Guarantee

Graceful Piano has firmly established itself within the piano retail industry within a short time because of its dedication towards providing instruments of exceptional quality. It also assures all its customers that only 100% genuine and original parts are used in the service, maintenance and repair of pianos. Being a major player in the industry has also allowed Graceful Piano to offer factory pricing to its customers, allowing greater accessibility to quality keyboards. Its guaranteed buy back policy also allows easy upgrades in future or simply an easy avenue to sell the piano when interest wanes. Hence, Graceful Piano still maintains a healthy stable of used pianos for discerning buyers to choose from.

乌木与象牙

Graceful Piano 私人有限公司 (Graceful Piano) 由 David Ng 于 2005 年创立。它在初期是一家二手钢琴企业。虽然业务良好，但是客户却鼓励 David 转向销售全新的钢琴。其业务快速发展到现在，而 Graceful Piano 也成了授权的经销商和进口商，所售卖的钢琴适合不同需求和预算。这些品牌包括 Bluthner、Fazioli、Shigeru Kawai、Haessler、Irmiler、Kawai、Mendelssohn、Samick 和 PianoDisc。它也是 Casio EMI 产品的批发商。

齐全完善的服务

Graceful Piano 不仅出售钢琴，也提供几乎所有级别的钢琴服务，包括翻新、大修、调音、租赁，甚至是重型但精致的钢琴拆卸工作。但是这些高度珍贵的乐器并不在卢德国王派的手中，而是属于高技能和训练有素的工匠，他们才是真正了解这些细致、精密钢琴内部操作原理的人。

这个专业特质反映在 David Ng 身上。他本人是被瑞士著名的钢琴技师 Otto Rinlisbacher 训练。因此他也成了 Bluthner、Fazioli、Shigeru Kawai 和 Irmiler 等品牌的授权技师。

回购保证

由于 Graceful Piano 致力于提供卓越品质的乐器，因此在短时间内确立自己在钢琴零售行业的地位。它也向所有客户保证，在钢琴的护理、保养和维修中只使用 100% 的原装零件。作为行业的主要参与者，Graceful Piano 也为其客户提供工厂定价，好让他们获得高质量的键盘。其回购保证政策也可以使钢琴在未来轻易升级，或者在利息减弱时轻易出售钢琴。因此，Graceful Piano 的二手钢琴仍然优质稳定，供挑剔的买家选择。





THE BRANDLAUREATE —BUSINESS BEST BRANDS— AWARDS 2018

THE BRAND LAUREATE
PROMINENT BUSINESS BRANDS AWARDS



Langkahku Langkahmu, Hypershoe Pilihanmu

HYPERSHOE
Fashion –Footwear

One Size Fits All

Grappling with ever increasing costs of living is a concern for many ordinary Malaysians. Growing kids with expanding shoe sizes and family members with different footwear needs have to be catered to. It is an inevitable expense and luckily for the budget-conscious shopper, there is Hypershoe. Established in 1996 as Vinsoon Shoe Trading Sdn Bhd (before a brand change), Hypershoe has grown from strength to strength catering to that specific segment of the market.

Friendly Service

Offering the widest array of footwear and complementary items such as schoolbags, Hypershoe is the perfect one-stop centre for the family's footwear needs. Hypershoe stocks the latest styles and designs to appeal to the young and young at heart as well as having a wide array of casual, formal and work shoes to choose from.

Those who prefer a more active lifestyle will also be spoilt for choice for sports apparels. All offered at unbeatable prices allowing the shopper greater purchasing power. Hypershoe's ability to meet the demands of this segment of the market proficiently over the years has seen its reputation grow with repeat customers satisfied with its range of products, great value and friendly customer service.

Personal Touch

That personal touch even extends to its online store where Hypershoe promises a response into any enquiry within 24 hours. The company insists that all its staff treat every customer as a VVIP and that ethos has certainly served Hypershoe well with many families making it their main destination when it comes to shoe shopping. This is especially so when Hypershoe has one of its many promotions such as the '72-hour Payday' special, which are designed to help shoppers make further savings with attractive discounts. This dedication to friendly customer-service and offering genuine budget offerings to suit the masses sees Hypershoe receive BrandLaureate's Prominent Brand Award.



适合所有人的均码

对大马普罗大众而言，日渐增加的生活成本已成为一个问题。家有成长中的孩子，必须不断更换鞋子尺码，加上一个家庭里的每个人都有不同鞋类的需求，因此这个也是必须被正视的问题。由于这买鞋是一个不可避免的费用，所以对于有预算意识的购物者来说，Hypershoe的出现帮他们节省了不少开销。Vinson Shoe Trading 私人有限公司（品牌易名之前）自1996年成立以来，Hypershoe就不断蓬勃发展，迎合了特定市场的需求。

友好的服务

Hypershoe提供最广泛的鞋类和书包等物品，也是满足一家人对鞋类需求的一站式中心。Hypershoe最新的款式和设计吸引了年轻人和一颗年轻的心。这个品牌同时也拥有各种休闲、款式正式和职场穿用的鞋类，供消费者选择。

热衷于活跃生活方式的人，也可以选择这个品牌的运动服装。所有产品均以可负担的价格出售，让购物者有更强的购买力。Hypershoe多年来能够轻易地满足市场的需求，其声誉越来越好，回头客也非常满意其产品系列，认为它物超所值，而且也提供他们友好的客户服务。

人性化的举措

Hypershoe人性化的举措延伸到其在线商店，Hypershoe承诺在24小时内回复任何在线的询问。该公司的员工都会将每个客户都视为VVIP，这种精神无疑促使Hypershoe提供良好的服务，许多家庭将其作为购物鞋的主要地方。Hypershoe多个促销活动中的“72-hour Payday”尤其帮助购物者以吸引人的折扣优惠进一步节省开销。Hypershoe致力于提供友好的客户服务，并提供大众符合他们预算的产品，因此Hypershoe获得BrandLaureate企菁品牌奖，可谓实至名归。



HYPERSHOE

Established in 1996, HYPERSHOE is regarded as one of Malaysia's leading shoe retailers boasting 40 chain stores across Klang Valley and counting.

Supported by more than 200 dedicated employees, HYPERSHOE chain stores are mostly located in shop lots and complexes, with its first store located on Jalan Ipoh, Kuala Lumpur.



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ISA TECHNOLOGIES Services – ICT Solutions

Digital Solutions Provider Supreme

With over a quarter of century's accumulated experience, ISA Technologies is one of the leading names in digital solutions. It has amassed over 500 high profile patrons including conglomerates such as Air Asia, Petronas, Shell, South West Institute of Technology, Freemantle Ports, Western Digital, BHP Billion and many others.

Integrated Solutions

ISA Technologies provides over 1,000 solutions which include the following areas:

- * Architecture & Strategy

ISA's team of Senior Consultants and Business Specialists can provide organisations with both technical and business strategies and architecture services.

- * Cloud Solutions

Private and Public Cloud solutions to offer flexibility and control to harness the full power of the Cloud.

- * Custom Development

Renovate, optimise and develop custom applications to achieve true business value.

- * Application Performance

Monitor and gain insight into web and mobile applications from the web, to the data centre and into the cloud.

- * Content & Collaboration

Assist organisations to share information and innovate through collaboration and content delivery.

- * Infrastructure Services

Making ICT a business enabler, not a cost centre and allowing organisations to focus on their core business.

Expert Partners

ISA Technologies partners with the cream of the crop to ensure that its clients receive the very best at all levels of its consultancy. High profile partners include Microsoft, Citrix, Kentico, dynatrace, vmware, f5 and amazon web services. Such relations ships have allowed ISA Technologies to extend its long relationship with the Department of Health WA; to deliver design and consultancy services for the new Perth Children's Hospital. ISA Technologies' team has been engaged to design the new Wired, Wireless and Security Network for the new hospital including RTLS and WAN connectivity solutions.



卓越的数码方案供应商

ISA Technologies拥有超过四分之一世纪的丰富经验，是数码解决方案的领先品牌之一。它已经累积超过500个知名客户，包括亚航、马来西亚国家石油公司、蚬壳，South West工艺学院、Freemantle Ports、Western Digital、BHP Billion等。

集成式解决方案

ISA Technologies提供逾1000种解决方案，包括以下领域：

- * 建筑与战略

ISA的高级顾问和业务专家团队，可以为机构提供技术和业务战略以及建筑服务。

- * 云端解决方案

私营云端和公用云端解决方案的灵活性和控制服务，能够充分利用云端的所有功能。

- * 定制开发

翻新、优化和开发定制应用程序，实现真正的业务价值。

- * 应用程序性能

从网路到数据中心，再进入云端监控并深入探讨网络和移动应用程序。

- * 内容与协作

通过协作和内容，协助机构将信息和创新分享出去。

- * 基础设施服务

使ICT成为业务推动者，而不是成本中心，并促使机构专注于其核心业务。

专业的合作伙伴

ISA Technologies与优秀的伙伴合作，以确保其客户在所有级别的咨询服务中获得最佳绩效。其中的知名合作伙伴包括微软、Citrix、Kentico、dynatrace、vmware、f5和amazon 网络服务。这种关系使得ISA Technologies能够延长其与澳洲西部卫生部的长期合作关系，从而为新的珀斯儿童医院提供设计和咨询服务。 ISA Technologies的团队一直致力于为新医院设计新的有线、无线和安全网络，例如RTLS和WAN衔接解决方案。





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JOTEX

JOTEX
Furnishings –
Curtains & Upholstery



Taste maker Supreme

Being able to dictate the taste of the medium to higher spectrum of any market requires great skill to appease the demands that come with greater spending power. But Jotex Sdn Bhd (Jotex) has not only managed it but gone on to become a market leader in the field of homegrown curtains, upholstery fabrics and wallpapers.

Founded in 1989 by Mervin Lee as a family-run, textile company, Jotex manufactured high, quality Rachel Jacquard fabrics. Jotex now sources the very finest raw materials from across the globe to produce its own distinctive designs and distributes to a wider network of dealers regionally.

Home Grown Brand

Jotex is proudly home grown and much of the process is done at its factory. Its team of highly skilled artisans design unique and intricate fabrics by listening to customers needs as well as keeping abreast of latest trends. This ensures Jotex products are a perfect fit for clients and their environment. After rigorous sourcing of yarn, materials are knitted before undergoing the dyeing process. Needless to say, the highest standards of Q&A are adhered to during inspection and shipping to ensure that clients receive the finished product in mint condition.

Internationally Certified

Jotex maintains strict guidelines to ensure its fabrics production is environmentally safe. Oeko Tex is the internationally standardised criteria directory for testing harmful substances issued by the International Association for Research and Testing in the Field of Textile Ecology (Oeko-Tex). All its products are OEK-TEX certified and labeled.

Other than Jotex Fabrics brand, Jotex also distributes other international brand such as curtains fabrics by Karloff from Germany, Esprit Kid's Collection from Germany, upholstery fabrics by Crevin from Spain, wallpapers by Texdecor, Casadeco and Caselio from France, and Khroma from Belgium. Jotex receives BrandLaureates Prominent Brand Award for its commitment to styling excellence and for putting Malaysia on the fabric-making map.

至高品味制造商

若要决定任何一个市场的中等到更高等的品味，需要很高深的技巧来满足更大消费能力带来的需求。但是Jotex私人有限公司（Jotex）不仅可以在这方面胜任，而且还成为本土窗帘、室内装潢面料和壁纸领域的市场领导者。

由Mervin Lee在1989年创办的Jotex，属于家族经营的纺织公司。Jotex生产高品质的Rachel Jacquard面料。Jotex现在从全球采购最优质的原材料，以生产自己独特的设计产品，并分销给更广泛的经销商网络。

本土品牌

让Jotex自豪的是，可以在本土发展，并在本身的工厂完成大部分生产。其高技能工匠团队通过聆听客户需求并及时了解最新趋势，设计独特而复杂的面料。此举确保Jotex产品非常适合客户及其环境。在严格采购纱线之后，相关材料在经历染色工艺之前被编织。另外，在检验和运输过程中遵守最高标准的质量保证，以确保客户在完美无缺的条件下获得成品。

国际认证

Jotex保持严格的准则，以确保其面料生产对环境安全。Oeko Tex是国际标准的纺织生态学研究 and 测试协会（Oeko-Tex）发布的有害物质检测标准目录。其所有产品均通过OEK-TEX认证和标签。

除了Jotex Fabrics品牌，Jotex还分销其他国际品牌，例如来自德国的Karloff窗帘面料，来自德国的Esprit Kid's Collection，来自西班牙的Crevin的室内装潢面料，来自法国的Texdecor、Casadeco和Caselio以及来自比利时的Khroma的壁纸面料。Jotex因其对造型卓越的承诺以及将马来西亚纳入面料制作而获得BrandLaureates企菁牌奖。





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JO GLOVE

Manufacturing – String Knitted Cotton Gloves



Hand in Glove

The famous hit song - Hand in Glove - by 80s UK band The Smiths sang of odd bedfellows who just happen to be a complete fit. The same could be said of JO Gloves Sdn Bhd (JO Gloves) and its founder and Managing Director - Datuk Jennifer Ong. JO Gloves specialises in knit gloves, typically cotton, to cater to industrial users seeking protective, yet comfortable, hand apparels. With the potential customer base lying in construction, manufacturing and hardware industries, it is a very male-dominated industry and servicing is usually handled by male sales representatives dressed to visit factories and construction sites. Thus, Datuk Jennifer Ong broke the mould by personally attending to her client base dressed in all her feminine finery, which did not disguise her determination to establish her brand.

Cottoning On

The domestic glove industry has been traditionally been dominated by large rubber glove manufacturers. But the demand for string-knitted gloves has been steadily growing and JO Glove has stepped into the breach with its top quality handwear which are manufactured at its own plant. It has since gained a firm reputation as a producer of high quality merchandise which are well-suited for its intended purpose. JO Gloves is now recognised as one of the biggest players in the cotton glove industry.

Custom Made

JO Gloves current range of products include 104/105 Cotton Gloves, packed in 12 pairs of twenty to a carton. These are available in whit, off white and grey. The 1200 Cotton Gloves are packed a dozen pairs of ten to a bag, and come in slightly more varied designs, including batik, black and white, grey and white, red and white, and blue and white. Being a major industry player with its own manufacturing capability mean that it is ready and able to take custom orders on size, weight and packaging.

亲密无间

著名的热门歌曲《亲密无间》（Hand in Glove），由80年代英国乐队演唱，这首歌与他们的《奇怪的同床人》恰好是一个契合。这种奇妙的契合，也可以反映在JO Gloves 私人有限公司（JO Gloves）及其创办人兼董事经理Datuk Jennifer Ong上。JO Gloves专业于生产针织手套，尤其是棉质手套，满足工业使用者对手套的需求，即是具保护性又感觉舒服。由于潜在的客户群都在建筑、制造和五金的领域，因此它看起来就是一个男性主导的行业，以致造访工厂和建筑工地的行销工作都交予男性业务代表进行。在这方面，Datuk Jennifer Ong打破了这个传统，她以自己女性的身份拜访客户，而且这样并没有阻挠她建立自己品牌的决心。

棉花为材料

传统上，国内手套行业一直由大型橡胶手套制造商主导。但是针织手套的需求也一直在稳步成长，JO Glove借由其工厂生产的高品质手套突破了这一点。此后，它作为高品质商品的生产商赢得了良好的声誉，迎合了其预期宗旨。JO Gloves现已被认可为棉质手套行业最大的制造商之一。

为您定制手套

JO Gloves目前的产品系列包括104/105棉质手套，每个纸箱有20包，每包有12对手套。手套颜色有白色、灰白色和灰色供选择。1200个棉手套分成小包装，每小包有10包12对手套，并有不同的款式，包括峇迪、黑白、灰与白、红与白及蓝与白。身为一个拥有制造能力的主要制造商，意味着JO Gloves已准备好迎合客户的需求，根据不同的尺寸、重量和包装进行定制。





KYY
Property Investment Firm

Spreading the Wealth

KYY Empire Sdn Bhd's (KYY Empire) mission statement simply reads: 'To enable everyone to invest in property with zero downpayment, whilst sharing profits so as to achieve financial freedom, via unique and innovative investment solution.' This is followed by its vision: 'To be ASEAN's most influential property investment enterprise, making everyone understand that property investing is not just for the rich, but everyone.' Lofty ambitions certainly but one backed by extensive industry knowledge and a sustainable business model designed to benefit a larger pool of stakeholders than traditionally thought possible.

Profitable Solutions

KYY Empire is a property investment consultancy, specializing in market-leading solutions that focus on maximizing returns and offer high capital growth. It keeps its finger on the pulse of the property industry, leveraging on its entire eco-system develop profitable solutions for each and every one of its clients based on their individual financial requirements.

Since its incorporation, KYY Empire has stayed true to the belief that the key to success is to identify good properties in areas with promising economic futures and invest in them together with equally good partners. Therefore, it shares a large pool of investment opportunities with like-minded partners. As of mid-2017, KYY Empire has already accumulated more than RM 30 million in real estate investments with its partners. However, this is merely the beginning of a much larger success story, for KYY Empire expects to achieve a much larger real estate investment portfolio of RM 300 million by the end of 2018.

Fact Based

KYY Empire has established the intellectual and capability to develop and deliver superior insights and recommendations based on both quantitative and qualitative research techniques which, when combined with its knowledge and experience, empowers its partners to make better investment decisions. KYY Empire's unique strategies that seek greater accessibility to property investment for the masses makes it a worthy recipient of BrandLaureate's Prominent Brand Award.



增加您的财富

KYY Empire私人有限公司 (KYY Empire) 的使命宣言简单描述道：“通过零首付，每个人都有能力投资房地产，同时以独特创新的投资方案共享利润以达到财务自由。”接着是其愿景：“致力成为东盟最具影响力的房地产投资企业，让每个人都了解，房地产投资不仅限于富人，而是每个人。”除了雄心壮志，KYY也具备广泛的行业知识，同时也属可持续的商业模式，此举比传统模式更胜一筹而使更多股东受益。

盈利方案

KYY Empire是一家房地产投资咨询公司，专业于市场领先的解决方案，致力于提高回酬并促使高资本增长。它向来关注房地产行业的脉搏，利用其整个生态系统，根据各自的财务需求为每一位客户设计有利可图的方案。

自成立以来，KYY Empire坚信成功的关键是在经济前景良好的地区找到好的房产，并与优秀的合作伙伴一起投资。因此，它与志同道合的合作伙伴共享大量投资机会。截至2017年年中，KYY Empire已与其合作伙伴累计超过3,000万令吉的房地产投资。然而，这不过是一个更大的成功故事的开始，因为KYY Empire预计到2018年底将实现更大的3亿令吉房地产投资组合。

事实在眼前

KYY Empire通过以定量和定性为基础的研究技术，建立智力与能力模式，发展并提供卓越见解和建议，使这些知识和经验相结合，协助合作伙伴做出更好的投资决策。KYY Empire的独特战略旨在为大众招徕更多房地产投资，此举使其成为BrandLaureate企菁牌奖的实至名归的获奖者。





Sonar Sign of Quality

“Give me a ping, Vasily . . . One ping only please.” As far as memorable movie quotes go, that one from Sean Connery in The Hunt for Red October is right up there among the very best and hoping to make a similar long lasting impact is a company with the exact same moniker - One Ping.

Phenomenal Growths

One Ping is the brainchild of young entrepreneur Vince Kek who started One Ping in 2009 to fill what he saw as a gaping void in the IT market. Fast-forward a decade and One Ping has grown from a one-man start-up that was concentrating solely on importing goods to an organisation employing 150 employees all over the globe and having its own 120,000sq ft manufacturing facility.

One Ping’s expertise is in a range of services designed to help brands build long-lasting relationships with their consumers. Services provided by One Ping include website design and development, as well as digital marketing. With the former, One Ping’s team provide essentially simple solutions that will meet industry standards. It has also amassed an impressive portfolio of clients that have employed their services for mobile app designs. These include IJM Corporation, Maxis and Nirwana Memorial Services. It has the capabilities and know how to implement from conceptualisation to actual app, with best practices in mobile, cloud, and UX. For the latter, One Ping will formulate solid marketing strategies to help businesses effectively reach their intended target segments and also to make their brand stand out from the online clutter.

Multiple Awards

For his energetic and can-do approach, Vince Kek has been named Malaysia’s Most Influential Young Entrepreneur. His companies have also earned Asia Top Business Award 2018 and Malaysia Independence Award, which is now proudly joined by BrandLaureate’s Prominent Brand Award.

声纳品质的标志

“给我一个Ping，瓦西里……只要一个Ping。”这句话来自肖恩·康纳利在电影《寻找红十月》的口中。这句台词至今仍令人念念不忘且具长期影响力，因此One Ping公司的诞生，也希望大家可以一样牢记这个名字。

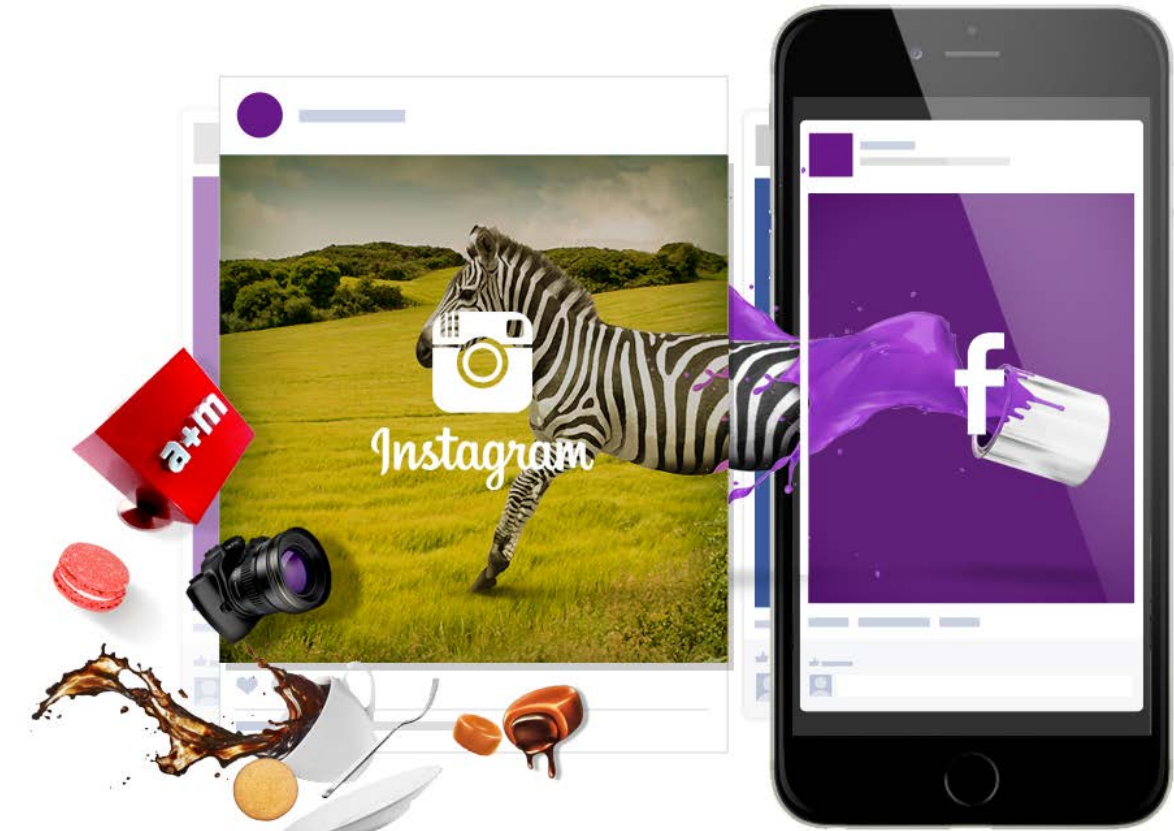
显著的成长

One Ping是年轻企业家Vince Kek的心血结晶。他在2009年创立One Ping，借以填补他所认为的IT市场的空白。10年后的今天，One Ping已经从单人创业公司发展成为一家专注于进口商品的企业，该公司在全球拥有150名员工，并拥有自己的12万平方英尺的生产设施。

One Ping的系列专业服务旨在帮助品牌与消费者建立长期关系。One Ping提供的服务包括网站设计和开发，以及数码营销。One Ping的团队提供符合行业标准的简单解决方案。它也积累了令人激赏的客户投资组合，这些客户已将其服务用于移动应用程序设计，其中包括IJM Corporation、明讯和富贵山庄。它具有从概念化到实际应用程序的能力和知识，并在移动、云端和UX方面有杰出的表现。另外，One Ping将制定可靠的营销策略，以帮助企业有效地达到他们预期的目标，并使他们的品牌从网络中脱颖而出。

屡获奖项

Vince Kek凭着充沛的活力，以及在事业上的干劲而被评为马来西亚最具影响力的年轻企业家。他的公司还获得2018年亚洲最佳商业奖和马来西亚独立奖，现在则荣获BrandLaureate企菁品牌奖。





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PG MALL
e-Commerce Mall



Bringing Malaysia to the World

It does seem that the digital revolution is complete when that doyen of suburbia and modern living - the shopping mall - is being overtaken by the online shopping experience. Being able to shop, browse and buy from miles upon endless miles of stores, merchants and vendors just beats having to park, queue and jostle in a physical mall. Leading this digital shopping extravaganza domestically is PG Mall which is the leading e-commerce platform in the country.

Going Global

Developed by the Public Gold Group using a unique Sharing Economy Business Model, PG Mall aims to bring small and medium-sized domestic merchants to the attention of the global marketplace. PG Mall is currently growing its customer base across Southeast Asia and this increased buying power has attracted different merchants onto the platform since its launch, with many lifestyle products catering to both domestic and foreign demand.

Reward System

PG Mall also has a unique reward system called ConsuMerchant®, who are rewarded for sharing their shopping experiences at PG Mall with family and friends through a referral programme that rewards all successful transactions, whether they are performed by shoppers, merchants, or even referred shoppers. The more the referrals spend, the more referees earn. PG Mall's unique Sharing Economy business model emphasizes on the 'Shop, Share, Earn' philosophy that allows ConsuMerchant to spend as usual, and earn endless incentives in return as they have never earned before.

In the effort of prioritising ConsuMerchants' comfort and convenience, PG Mall ensures its site is consistently conducive and secured so everyone can shop, share and earn with peace of mind, anytime, anywhere with a simple click. PG Mall also helps to forge closer links between merchants in East and West Malaysia. PG Mall is honored to collaborate with Sarawak E-commerce Association (SECA) to open up the East Malaysia market from offline retail to online trading.

引领马来西亚到全球

当我们看到郊区 and 现代生活，包括购物广场被网购取代时，那意味着数码革命已降临。因此，我们不需要在实体商场停车、排队和争抢，就可以向无数英里外的商店、商人和供应商购物。PG Mall在本地领先数码购物，它是我国领先的电子商务平台。

走向全球

由Public Gold集团使用独特的共享经济商业模式发展的PG Mall，旨在将中小型国内商家引入全球市场。PG Mall目前正在东南亚地区扩大其客户群。自成立以来，不断增加的购买力吸引了不同的商家进入该平台，许多生活方式产品也满足了国内外的需求。

奖励系统

PG Mall还有一个名为ConsuMerchant®的独特奖励系统，购物者可以通过推荐计划，与家人和朋友分享他们在PG Mall的购物体验，此计划奖励所有成功的交易，无论是购物者，商家还是推荐的购物者，都可以获得奖励。推荐人花费越多，另一方将赚得更多。PG Mall独特的共享经济商业模式强调“购物，分享，赚钱”的理念，让ConsuMerchant像往常一样消费，并获得无止境的奖励，就像他们从未赚过一样。

为了优先化ConsuMerchants的舒适性和便利性，PG Mall确保其网站保持有利和安全，以便每个人都可以随时随地轻松购物、分享和赚取收益。PG Mall还有助于拉近东马和西马商家的距离。PG Mall很荣幸能与砂拉越电子商务协会（SECA），合作开拓东马从线下零售到网上交易的市场。

10,000
merchants
onboard

500,000
merchandises
listed

No. 1
Local e-commerce
platform

250,000
customer base

18 service
centres in
Malaysia

ConsuMerchant
Sharing Economy
business model

One-Stop
Destination
to the World to shop for
Malaysia's quality local
made products



THE BRANDLAUREATE —PROMINENT —BUSINESS BEST BRANDS— AWARDS 2018

THE BRAND LAUREATE
PROMINENT BUSINESS BRANDS AWARDS



SUBHOME
HOME SUITE HOME

SUBHOME
Services – Hospitality Investment

Home Suite Home

Property maintenance and servicing of tenants is a major bugbear for property owners and investors. Common complaints are unsuitable or demanding tenants, or worse yet, the absence of tenants! This make owning properties, especially on the high end sector, a somewhat risky and inconvenient venture. Enter SubHome Management Sdn Bhd (SubHome) which seeks to alleviate all these worries for property owners and investors alike.

Hassle Free Arrangement

Essentially, SubHome manages and markets a portfolio of home rentals, offering hotel-like services to vacation and business travellers looking for alternative, value-for-money lodging. The company operates on a 60:40 revenue-sharing model, whereby the property owner receives 60% of the rental income, while SubHome takes 40% of the income and absorbs the operational costs of managing the unit. One of the most attractive aspects of the arrangement is that utilities and maintenance costs are covered and borne by SubHome.

Exciting Future

SubHome is in for an exciting future following the recent acquisition of a 50% stake in its shareholding by Tune Group and ECM Libra Financial Group Bhd, via joint venture vehicle Tune Plato Ventures Sdn Bhd. SubHome will be able to expand its marketing channels by leveraging on Tune Group, which will in turn allow SubHome to grow to a larger scale with the brand association. Tune Group is to play a supportive role to SubHome by providing operational support and controls through systems, processes, and expertise at Tune Hotels, as well as the listing of SubHome rooms across Tune Group's travel accommodation platforms.

SubHome hopes to expand its operations to 3,000 units by end-2019, with aims to penetrate new locations such as Kota Kinabalu, Bangkok and Chiangmai which have huge annual tourists arrivals. To date, there are 417 keys under SubHome, located across Kuala Lumpur, Petaling Jaya, and Johor.



甜蜜的家庭套房

房产维修和保养服务是业主和投资者的主要障碍。常见的投诉是住房不合适或要求苛刻的租户，或更糟糕的是，没有租户！这对拥有房产，尤其是高端房产的业者，必须面对风险和许多不便。而SubHome Management 私人有限公司（SubHome）的诞生，旨在减轻业主和投资者的担忧。

轻松安排

基本上，SubHome管理和营销一系列房屋租赁，为度假和商务旅行者提供类似酒店的服务，让他们享受物有所值的住宿。

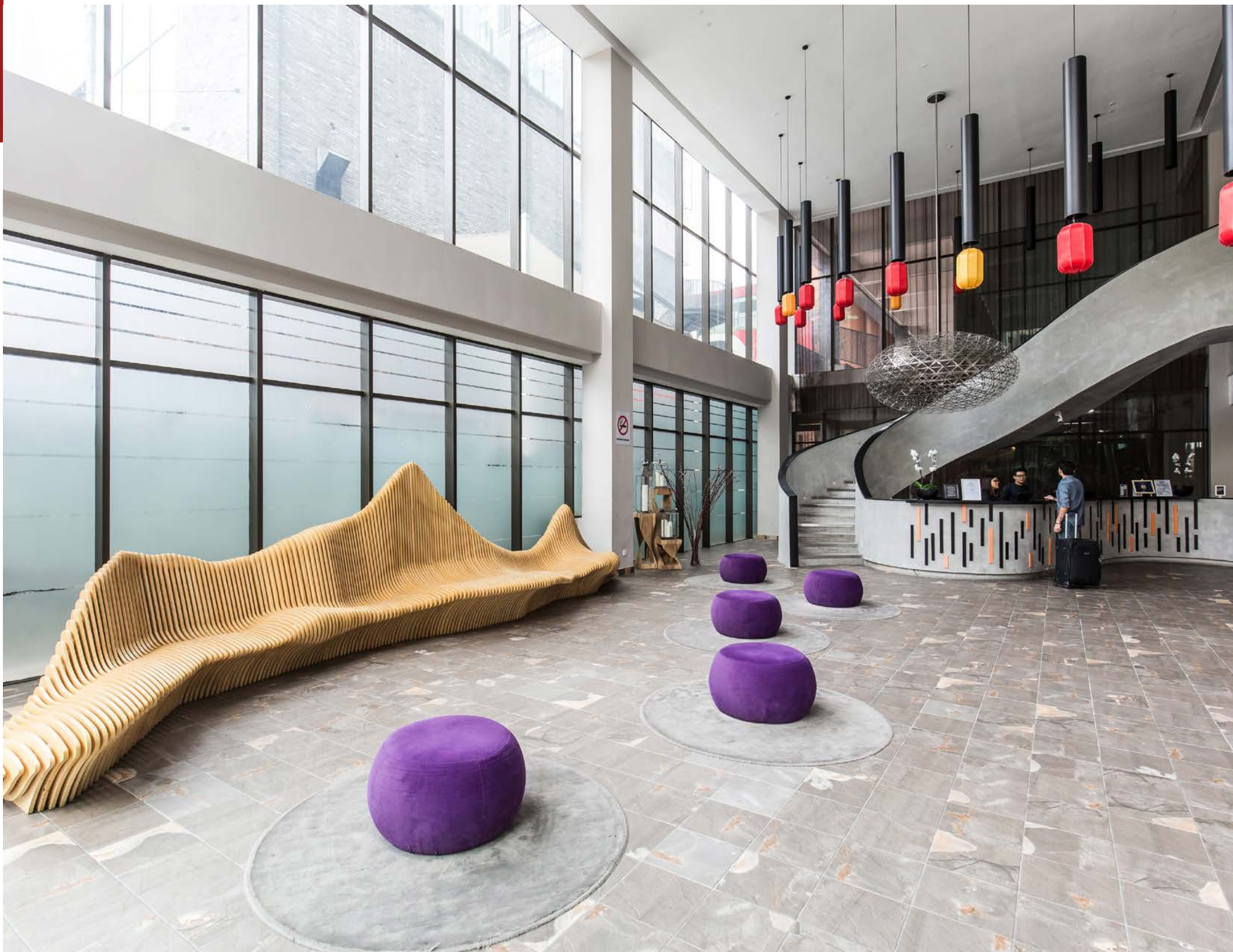
该公司以60:40的收益分享模式运营，其中业主收取60%的租金收入，而SubHome收取40%的收入并获得管理该单位的运营成本。这种安排最吸引人的地方之一是公共设施和维修成本由SubHome承担。

精彩的未来

最近通过合资公司Tune Plato Ventures 私人有限公司收购Tune Group和ECM Libra Financial Group 有限公司的50%股权后，SubHome将迎来精彩的未来。Subhome将通过利用Tune Group来扩展其营销渠道，这将使SubHome与品牌协会发展到更大的规模。Tune Group将通过Tune Hotels的系统、流程和专业知识提供运营支持和控制，以及Tune Group旅游住宿平台上的SubHome客房列表，为SubHome发挥支持作用。

SubHome希望到2019年底，将其业务扩展到3000个单位，涵盖哥打京那巴鲁、曼谷和清迈这些每年都有大量游客到达的新据点。

分布在吉隆坡、八打灵再也和柔佛的SubHome至今有417把钥匙。





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Skyline

SKYLINE
Printing Solutions

Cutting Edge Printing Solutions

Mention 'Skyline' and many will immediately think of the sports marque made by Nissan. Considered to be pound-for-pound the most advanced road going machine there is, the Skyline is a state-of-the-art engineering marvel which performs way above its perceived price point. Using cutting edge technology coupled with an attention to detail (each engine is hand-crafted bearing the engineer's signature!), the Skyline is the very epitome of artisans at work.

Taking a very similar philosophy is the husband and wife team behind Percetakan Skyline Sdn Bhd (Skyline). Lim Peng Yaw and his spouse Anna Lim have always been at the forefront of the latest technology trends in their field. Even though they started as a small traditional printing outfit, they recognised the importance of utilising the latest technology to better service their customers.

Commercial Capabilities

Skyline's printing capacity is made possible by the acquisition of the most advanced printing machines on the market, including the Heidelberg PrintMaster 74-4 and the Speedmaster CD 102. This state-of-the-art machinery enables a far higher printing quality. Heidelberg printing machines also allow large format prints and enable printing on a large variety of materials whilst retaining a high quality finish.

Skyline offers print solutions for the commercial market in formats from A3 to A1 - fully finished in house - with the Heidelberg Prosetter CtP system, Prinect workflow, Speedmaster and Printmaster presses. Services include binding.

One-Stop Print Solution

To fulfill Skyline's one-stop concept offering complete convenience to their clients, it employs a skillful and dedicated team of employees who offer professional services and consistently delivers quality to their clients. From Pre-press to the pressroom through to Post-press, clients are assured of the highest standards of service, quality control and ultimately printing excellence. This dedication to excellence has seen them earn BrandLaureate's Prominent Brand Award.



尖端的印刷方案

提及“Skyline”，许多人可能会马上联想到日生产的运动用具品牌。

Skyline被认为是最先进的印刷提供者，它也是顶尖的工程奇迹，其性能高于其感知价格点。使用尖端技术并注重细节（每台引擎均以手工制作，并附有工程师的签名！），Skyline就如工作中的工匠缩影。

Percetakan Skyline 私人有限公司（Skyline）的夫妻档创办人，实践了两人相似的理念。Lim Peng Yaw和其配偶Anna Lim向来处于他们领域最新技术趋势的最前沿。尽管他们是以一家小型传统印刷企业起家，但他们了解利用最新技术，为客户提供更佳的服务的重要性。

商业能力

通过收购市场上最先进的印刷机，包括Heidelberg PrintMaster 74-4和Speedmaster CD 102，Skyline实现了其印刷潜力。这款先进的机器可以提供更高的印刷质量。Heidelberg印刷机可以进行大幅面打印，也可以在各种材料上进行打印，同时保持高质量的打印效果。

Skyline采用Heidelberg Prosetter CtP系统、Prinect工作流程、Speedmaster和Printmaster印刷机，以A3至A1的格式为商业市场提供打印解决方案，并在室内完成所有程序。另外，Skyline也提供物件捆绑服务。

一站式打印方案

为了实现Skyline的一站式概念，以及为客户提供完全的便利，Skyline聘用了一支技术精湛、敬业的团队，为客户提供专业的服务和不变的优良品质。从印前到印刷车间再到印后，客户可以获得最高标准的服务、质量控制和卓越的印刷。Skyline对卓越的追求使他们荣获BrandLaureate企菁品牌奖。

Skyline

When it comes to printing, the sky is the limit.



Percetakan Skyline Sdn Bhd 135134-V

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SOCIALMEX

SOCIALMEX
Social Media & Event

Reaching Out

Social media is very much entrenched in our daily lives, so much so that it has become the number one means of advertising, superseding more traditional avenues such as print media. To be on social media is one thing but to successfully reach a brand's intended audience is an altogether trickier affair. Enter social media specialist - Socialmex.

Influencing Trends

Socialmex is a creative hub source that encompasses strong people connections, mind-blowing talent and extraordinary events. Creativity and exceptional ideas are its forte, which it applies to four key areas - influencer marketing, design and print services, videography and photography production and event organising.

With influencer marketing, Socialmex helps brands connect with its broad list of notable people from entrepreneurs, ambassadors, celebrities, YouTubers and bloggers to shout out good vibes about clients' brands. For design and print services, Socialmex strives to provide meaningful content and brilliant products that convey a brand's key messages.

Studio Specialists

Socialmex also has its own dedicated studio facilities enabling clients to capture precisely the image or footage they wish to best reflect their brands. Of course, Socialmex's team of dedicated industry professionals will be on hand to give maximum creative input ensuring clients gets the best of out of the studio facilities.

Socialmex's stylishly-appointed office premises is also available for corporate events, parties and gatherings, all of which will benefit from being organised and handled by a team of event organisers with the necessary knowhow and panache to pull off the extraordinary.

Socialmex's aim is to create long-lasting relationships with clients by providing exceptional service as well as making every project a fun-filled ride for all. Its innovative approach to social media has seen Socialmex make its mark in this hyper-paced industry, earning it BrandLaureate's Prominent Brand Award.



完美融入社群

社交媒体在我们的日常生活中已根深蒂固，也因此它已成为广告宣传的头号管道，取代了印刷媒体等传统的宣传途径。一般上，要在社交媒体上亮相并不难，但要成功将讯息传达给品牌的目标受众却是相当艰难。因此，不妨考虑请教社交媒体专家——Socialmex。

引领趋势

Socialmex是一个创意中心，它具备强大的人脉关系，发人深省的天分和非凡的项目。它的强项是创意和天马行空的概念，适用于4个主要领域，即影响力行销、设计和印刷服务、摄像和摄影制作，以及活动组织。

通过影响力行销，Socialmex帮助品牌与来自企业家、大使、名人、YouTubers和博客的知名人士广泛联系，帮助突显客户品牌的优点。对于设计和印刷服务，Socialmex致力于提供有意义的内容和卓越的产品，完美传达品牌的关键信息。

工作室专家

Socialmex也拥有自己的专用工作室设施，让客户能够精确捕捉其品牌的图像或镜头，从而反映出品牌的卓越。同时，Socialmex的业界专业团队将随时提供最引人入胜的创意，确保客户充分地从中受益。

Socialmex的时尚办公场所也可用于企业活动、派对和聚会，这一切将由Socialmex专业的活动筹办团队负责，以便呈现出令人眼前一亮的氛围。

Socialmex通过超然的服务，使每个项目充满乐趣，从而与客户建立持久的关系。Socialmex创新的社交媒体概念，使它在这个快节奏的行业中脱颖而出，因此赢获BrandLaureate企菁品牌奖。





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PROMINENT BUSINESS BRANDS AWARDS



Property Investment Solutions

The Smart Choice

In today's challenging and unpredictable economic climate, property investors find it increasingly difficult to for investors to get the required financial backing. First-time investors in the property market are also befuddled by how they can make their investments work for them, earning greater dividends rather than be money-sucking sink holes.

Enter Smart Financing. The brainchild of enterprising banker Gary Chua, who has used his extensive knowledge of the property market to devise a system to help consumers to stay abreast of the latest banking policies especially regarding Mortgage Financing. According to Chua, the long term goal of property investment is ultimately for investors to get smarter results from their portfolios, allowing them greater financial freedom in the future.

On Stop Centre

SMART Financing is designed to be a One Stop Centre of property investment where it covers Mortgage financing, research and buying great properties, interior design for the properties and properties management. SMART Financing system covers the end to end of your property journey allowing consumers to be worry-free, make informed decisions, stay ahead in the game and maximise their returns from both the current and future investment portfolio.

Success Stories

Smart Financing has plenty of testimonials from grateful investors for the valuable tips they have garnered from signing up for Smart Financing courses. Smart Financing's courses focuses on five game changing strategies:

- * How to use the bank's money the safe way to build a property portfolio which will continuously help generate passive income every month.
- * How to overcome LTV 70% barrier!
- * How to continuously get loans approved by breaking the bank codes
- * How to restructure financial portfolio to become forever creditworthy
- * How to buy properties 30%-50% below market price



明智的选择

在当今充满挑战和无法预测的经济环境下，房地产投资者发现他们越来越难以获得所需的资金援助。房地产市场的首次投资者，也会被他们自己的投资方式搞到一头雾水，实际上他们要赚取更多的红利，而不是吸钱的沉孔。

Smart Financing是银行家Gary Chua的智慧结晶，他利用自己对房地产市场的广泛知识，设计一套系统，帮助消费者及时了解最新的银行政策，特别是有关抵押贷款融资的政策。Gary Chua表示，房地产投资的长期目标是让投资者从他们的投资组合中获得更明智的结果，从而使他们在未来拥有更大的财务自由。

一站式中心

Smart Financing旨在成为物业投资的一站式中心，它涵盖抵押融资、研究和购买优质物业、物业室内设计和物业管理。Smart Financing系统涵盖您物业的端到端流程，让消费者轻松做出明智决策，在过程中保持领先地位，并从当前和未来的投资组合中获得最大回报。

成功故事

SmartFinancing 有许多来自投资者的见证故事，因为他们在注册 Smart Financing 课程时获得了宝贵的建议。Smart Financing 课程专注于5项游戏策略：

- *如何使用银行的资金，安全地建立房地产投资组合，这将持续帮助每月产生被动收入。
- *如何克服LTV 70%的障碍。
- *如何通过跨越银行代码继续获得贷款。
- *如何重组金融投资组合，保持永久的信誉。
- *如何购买低于市场价格30%到50%的房产。





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TARAS
Property Management



Banking on Real Estate Experience

Taras Properties Sdn Bhd (Taras) has built itself a formidable reputation in the property industry as a real estate company that is able to leverage on years of experience and one that knows how best to utilise today's technology to attain the best results for its clients. With its finger on the nation's property industry, Tara's principle aim is to bring clients the best real estate options as efficiently as possible.

Taras is the brainchild of Kenzi Chan - a specialist in sub-sales, projects, training and marketing with a GDV track record of RM500,000,000 as of 2017. Kenzi currently leads over 200 agents who have all benefitted from his hands on leadership and innovative training methods. These agents also receive sound guidance from real estate industry veteran and Taras advisor - Alex Chan.

Extensive Database

Through an extensive database carefully accumulated and duly updated over decades, Taras is able to assist buyers, sellers, brokers as well as potential tenants in coming to the most fruitful agreements beneficial for all parties involved. Be it for the rental or purchase of commercial, agricultural, industrial or residential properties. Besides that, even Airbnb and homestay services are offered to increase occupancy rates.

The brains behind Taras believe that maximum lead generation greatly impact sales numbers. For that reason, the effective marketing arsenal available to them has grown to include: Facebook, WhatsApp, Print (daily newspapers and leaflets), Focused Sites (iProperty, Mudah, Propwall, Property Guru, etc.), Targeted SMS Blasts, Roadshows, Advertising Trucks, Master Listings and much more.

Record Bookings

With an impressive current record of 100 bookings in just 2 weeks, Taras consists of a specialty team focused on moving large-scale projects, both domestic and international. This is possible through a network that has been built up over time, that leverages on the numerous marketing initiatives implemented. These include branded events, seminars with prominent speakers and pop-up sales galleries with scale models.

房地产与银行业务

Taras Properties 私人有限公司 (Taras) 在房地产领域建立了极高的声誉，身为一家房地产公司，Taras 晓得利用多年的经验和当今的技术，为客户提供周到的服务。凭借其对国家房地产行业的关注，Taras 尽心尽力以最高的效率，为客户提供最佳的房地产选择。

Taras 是 Kenzi Chan 的创意结晶。Kenzi Chan 专业于房产转售、工程计划、培训及营销，他截止 2017 年的 GDV 记录为 5 亿令吉。Kenzi 目前领导 200 多名代理商，他们全都受益于他的领导力和创新的培训方法。这些代理商也获得房地产行业资深专员兼 Taras 顾问 Alex Chan 的良好指导。

广泛的数据库

通过数十年积累并经过适当更新的数据库，Taras 得以协助买家、卖家、经纪人以及潜在租户，达成最有成效的协议，包括租赁或购买商业、农业，工业或住宅物业。除此之外，Taras 也提供 Airbnb 和民宿服务以提高入住率。

Taras 的领导人认为，良好的领导对销售数量产生很大影响。为此，他们采取的有效营销方式包括善用面子书、WhatsApp、纸媒（日报和传单），Focused Sites (iProperty、Mudah、Propwall、Property Guru 等)，短讯群发、巡回展、广告卡车，主要列表等。

订单记录

Taras 在短短两周内创下了 100 个订单的亮眼记录。Taras 拥有一支专业于国内和国际大型物业工程的专业团队。他们通过多年来建立的网络，并利用大量的营销举措如品牌活动、有杰出演讲者的研讨会及弹出式销售会来达到公司的目标。





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UNO
ICT

Number One in its Field

Uno provides first-class comprehensive services ranging from Content Management Systems (CMS) to E-commerce Solutions, Mobile Apps Development as well as Online branding inclusive of design services. Uno creates long-term business relationships through a proven track record of consistently delivering cutting-edge solutions while attentively customising its services to suit the requirements of individual corporations.

Its clientele range from start-ups, NGOs, government bodies to multinational companies, including the United Nations, the Selangor & Perak State Agency, Hilton Hotel and Auntie Anne's. In year 2016 and year 2017, Uno launched IOS/Android Apps for e-pay and Floor Depot, respectively.

Successful Applications

Uno's content management system (CMS), built in-house, has been successfully applied by corporations such as Selangor Invest, Latar Highway, Duke, BIMB investment, YMCA, Geomatika College, Asia Pacific University, and Perak Corp. In year 2018, the company launched the Infinity Money Payment Solution, a new online payment gateway with the lowest rates, fast partner approvals and seamless integration.

International Projects

Uno was founded in 2005 by online pioneer Darren Gan and one of the company's first successes was building an online platform for a florist business, which successfully launched the business into the national marketplace. Uno continued to grow at a rapid pace and had completed 70 projects in just four years.

As Uno's business expanded, the company began working on international projects in countries such as Brunei GLC. Locally, we launched the membership portal for the popular Malaysian TV series, Kelab Upin and Ipin. It also sponsored the website for the Kuala Lumpur Fashion Week for year 2013 and year 2014. In year 2015, Uno was nationally recognised and rewarded the Malaysia Website Awards (MWA) site of the month award. The company continued to grow to a team of 16 employees with strong experience, expertise and various skillsets in the online arena.



在相关领域首屈一指

Uno提供一流的综合服务，包括内容管理系统（CMS）、电子商务解决方案、移动应用程序开发以及包括设计服务在内的在线品牌。Uno通过一致性的尖端解决方案，成功与商家建立长期业务关系，同时专心定制其服务以满足各个公司的要求。

其客户包括初创企业、非政府组织、政府机构和跨国公司，包括United Nations、雪兰莪和霹靂州政府机构、希尔顿酒店和Auntie Anne's。Uno在2016年和2017年，分别推出用于电子支付和Floor Depot的IOS / 安卓应用程序。

成功的应用

内部构建的Uno内容管理系统（CMS）成功获Selangor Invest、Latar Highway、Duke、BIMB Investment、YMCA、Geomatika学院、亚太大学和Perak Corp应用。公司在2018年推出Infinity Money Payment 方案，这是一种新的在线支付网关，拥有最低的费率，能够快速被审批和无缝集成。

国际项目

Uno由在线先驱Darren Gan于2005年创立，该公司率先成功为一家花店建立在线平台，而该业务也成功走向了全国市场。Uno继续快速增长，在短短4年内完成了70个项目。

随着Uno的业务扩展，该公司开始在Brunei GLC等国家开展国际项目。在本地，我们推出了马来西亚流行电视剧Kelab Upin dan Ipin的会员门户网站。公司也赞助了2013年和2014年吉隆坡时装周的网站。Uno于2015年获得全国认可，并拿下马来西亚网站奖（MWA）月度奖励网站。公司继续发展成为拥有16名职员团队，如今已经在线领域拥有丰富的经验、专业知识和各种技能。





THE BRANDLAUREATE —BUSINESS BEST BRANDS— AWARDS 2018

THE BRAND LAUREATE
PROMINENT BUSINESS BRANDS AWARDS



WELLOUS
Wellness – Nutritional Supplements



Inner Beauty

It is often said that beauty is an outward sign of a person's inner health. Hence Wellous's mission and goal to provide all-encompassing services to its customers: health supplements that take care of a person's body internally and beauty products that enhance and intensify whatever beauty a person might already have.

It is committed to providing wholesome, natural health supplements. Its range of products include M-Coll, Isoduce, Spi2ro, Bio-Grape Seed, American Ginseng and Bio-Linghzi.

Extensive R&D

Its rigorous research and development of products ensures it stays ahead of the game. For instance, Marine collagen candy was an ingredient Wellous sought actively to involve itself in due to its many highly beneficial advantages compared to other forms of collagen. It was through extensive research and stringent testing that Wellous came up with M-COLL Collagen Candy.

What separates M-COLL from other collagen products in the market today is that it was produced to be of a lower molecular weight, namely just 1,000 daltons, while most other supplements of the same kind contain 3,000-300,000 daltons. M-COLL has a high absorption rate while others are of the low type. It has been tested and shown to be highly effective whereas others have noticeably lesser results.

Greater Utilization

This greater effectiveness of Wellous products can also be seen in its American Ginseng. Most of the American Ginseng is presented in health tea or lozenge form, however, Wellous's crushed American Ginseng through ultrafine pulverization technology (in a supersonic flow under low temperature) to make it into tablet type, so that the American Ginseng extract can be consumed easily. The use of ultrafine pulverization technology can help to maximize the retention of ginseng active ingredients, in order to improve the utilization of ingredients and reduce the waste of raw materials.

内在美

我们常说，一个人的美来自健康的内在。因此，Wellous的使命和目标是客户提供全方位的服务：保养人体内部的保健品和提升个人美丽的美容品。

它致力于提供有益健康的天然保健品，包括M-Coll、Isoduce、Spi2ro、Bio-Grape Seed、American Ginseng和Bio-Linghzi。

广泛的研发

严格的产品研发，确保品牌处在领先的位置。若与其他胶原蛋白相比，海洋胶原蛋白糖具有许多非常有益的优点，因此它是Wellous采用的一种成分。通过广泛的研究和严格的测试，Wellous生产了M-COLL Collagen Candy。

目前，市场上的M-COLL与其他胶原蛋白产品的区别，在于其产生的分子量较低，即仅为1000道尔顿，而多数同类保健品则含有3000到30万道尔顿。M-COLL具有高吸收率，而其他类型则只有低吸收率。它经过测试并被证明非常有效，反之其他的则明显有较小的效果。

更高的吸收率

Wellous高效也来自西洋参（American Ginseng）成分的有效性。多数的西洋参都以保健茶或锭剂的形式呈现，然而，Wellous通过超细粉碎技术（在低温超音速流）将西洋参压碎成片剂，使西洋参提取物更易于服用。超细粉碎技术有助于最大限度地保留人参活性成分，以提高成分的吸收率，减少成分的浪费。





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