



The World Brands Foundation is a branding foundation dedicated to **promoting the cause of brands and branding globally**. Established in 2005 as the **Asia Pacific Brands Foundation** then, it is led by the World President, President Emeritus Professor Dr. KKJohan together with a Board of Governors who are experienced captains of industries.

In 2006, **TWBF** originated **The BrandLaureate Best Brands Awards** to **recognise outstanding brands in their respective industry**. These brands are industry leaders that have demonstrated brand leadership to become **the best in their respective industries**.

As an **international and premium recognition platform**, The BrandLaureate BestBrands Awards have recognised over **3,000 global and local brands and 500 international brand personalities**.

With its **international presence**, **11 country presidents** representing Australia, Brunei, China, India, Japan, Malaysia, Philippines, Singapore, South Korea, Thailand and Vietnam were appointed.

The BrandLaureate SMEs BestBrands Awards 2026 celebrates small and medium enterprises that refuse to remain where they are. It honours entrepreneurs who continually **challenge themselves to think bigger, build stronger organisations, and create greater impact** for their customers, industries and communities.

Today's business landscape is more competitive than ever. Rapid technological advancement, changing consumer expectations and evolving markets demand more than resilience, they demand transformation. **SMEs can no longer aspire simply to sustain their businesses; they must aspire to become brands that lead with vision, character and purpose.**

More than an award, The BrandLaureate SMEs BestBrands Awards is a **recognition of ambition, perseverance and purposeful growth**. It celebrates entrepreneurs who understand that every achievement is a stepping stone to something greater.

SELECTION CRITERIA

Every organisation is assessed against

The BrandLaureate's Five Pillars of Brand Excellence



Brand Performance

Evaluates business growth, market leadership, operational excellence, and the organisation's ability to consistently deliver on its brand promise.



Brand Strategy

Assesses the clarity of brand vision, strategic positioning, competitive differentiation, and alignment with long-term business objectives.



Brand Equity

Evaluates the brand's reputation, recognition, customer loyalty, stakeholder trust, and long-term value in the marketplace.



Brand Communication

Measures the consistency and effectiveness of brand communications across all touchpoints to strengthen reputation, trust, and brand identity.



Brand Culture

Examines how the organisation's values and brand promise are embedded across leadership, people, and organisational practices.



A Recognition & Celebration of Brand Excellence

SMEs THE BRANDLAUREATE BEST BRANDS AWARDS 2026



**Bigger.
Stronger.
Greater.**

NOMINATIONS ARE NOW OPEN FOR THE AWARDS

For more information contact –
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www.thebrandlaureate.com



CORPORATE PROFILE



CORPORATE VIDEO

THE BRANDLAUREATE SMEs BEST BRANDS AWARDS 2026

**Bigger.
Stronger.
Greater.**

The BrandLaureate SMEs BestBrands Awards 2026 trophy is a tribute to the remarkable journey of every entrepreneur who chooses growth over comfort and possibility over limitation. Thoughtfully designed with purpose and meaning, it reflects this year's theme: **Bigger. Stronger. Greater.**

At its foundation rests a **hexagonal base**, symbolising stability, balance and resilience, the essential qualities upon which every enduring SME is built. Just as a strong foundation supports sustainable growth, successful brands are built on sound values, disciplined leadership and the courage to remain steadfast amidst change.

Rising from the base are **three ascending pillars**, representing the continual evolution of an SME.

The first pillar reflects becoming **Bigger in Vision**, the willingness to think beyond present circumstances, embrace new opportunities and imagine a future without limits.

The second pillar represents becoming **Stronger in Character**, developing the resilience, integrity and determination to navigate challenges while remaining true to the values that define the brand.

The third pillar signifies becoming **Greater in Impact**, creating meaningful value that extends beyond business performance to positively influence customers, communities, industries and the nation.

Crowning the trophy is the inscription "**SME**", proudly positioned at its highest point as a symbol of the indispensable role small and medium enterprises play in driving innovation, entrepreneurship and economic progress. It serves as a reminder that every great organisation was once a business with a bold vision and the courage to pursue it.

Crafted in distinguished **24-karat gold plating** upon a premium **pewter base**, and bearing the emblem of **The World Brands Foundation**, the trophy represents far more than recognition. It celebrates the relentless pursuit of excellence and the enduring belief that tomorrow belongs to SMEs that never stop becoming **Bigger, Stronger and Greater.**



LINKEDIN

**Bigger in Vision.
Stronger in Character.
Greater in Impact.**

**Because tomorrow belongs to
SMEs that never stop growing.**

-DrKKJohan



Dear Brand Leaders,

There is something profoundly inspiring about an entrepreneur. Long before there is recognition, there is uncertainty. Before success, there are sacrifices. Before a brand becomes recognised by the marketplace, it is sustained by little more than belief, the belief that an idea can become something meaningful, that persistence will one day outweigh doubt, and that today's challenges will become tomorrow's milestones.

Having spent my life building brands and working alongside entrepreneurs across different industries and countries, I have come to appreciate a simple truth: **every remarkable enterprise begins with someone who chooses courage over comfort.**

That is why I hold small and medium enterprises in such high regard. **SMEs are far more than contributors to the economy.** They are the innovators who challenge convention, the employers who create opportunities, the problem-solvers who improve lives, and the dreamers who continually remind us that meaningful change often begins on a modest scale. **Every thriving economy is built upon the resilience, determination and optimism of entrepreneurs** who refuse to stop believing in what they are building.

Today's business environment presents opportunities unlike any before. Yet it also demands that **SMEs think differently, innovate continuously and build brands that inspire confidence** far beyond the products and services they offer. Success is no longer measured solely by business size, but by the strength of leadership, the character of the organisation and the impact it creates for others.

This is the inspiration behind this year's theme: **Bigger. Stronger. Greater.**

Be Bigger in Vision by seeing opportunities where others see obstacles.

Be Stronger in Character by leading with integrity, resilience and purpose.

Be Greater in Impact by creating value that benefits not only your business, but also your customers, your community and future generations.

At The BrandLaureate, we believe that **every great brand is built one decision at a time, one bold idea, one meaningful relationship and one unwavering commitment to excellence.**

It is my sincere hope that this recognition will **inspire you to continue growing, continue innovating and continue believing** that your greatest achievements are still ahead of you.

I warmly invite you to become part of **The BrandLaureate SMEs BestBrands Awards 2026** and allow us to celebrate the remarkable journey of your brand.

Because tomorrow belongs to SMEs that never stop growing.

With my warmest regards,

President Emeritus Prof. Dr. KK Johan
World President, The BrandLaureate