

# The BrandLaureate – SMEs Chapter Awards 2009



## Moving With Times, Capitalize Your Brand

On behalf of the Asia Pacific Brands Foundation, I would like to congratulate the winners of The BrandLaureate – SMEs Chapter Awards 2009. The SMEs BrandLaureates as the winners are known as the leaders in their respective fields and have successfully built their brands with much tenacity and perseverance.

Winning an award, more so the coveted The BrandLaureate – SMEs Chapter Awards 2009, gives a sense of jubilation and top of the world feeling. The pride of standing on stage to receive the trophy is a testament of all the hard work, the sweat and toil that we have put in. But winning is not the end of it all. It is the start of another journey, to further excel and stay ahead.

The SMEs BrandLaureates must continue to build their brands, move with times, and capitalize on opportunities available in order to stay at the forefront of their industries. To master the dynamics of competition, brands need to constantly evolve and innovate to reinforce their uniqueness.

The best of brands are built by people who passionately believe in them. They understand and believe in the power of the brand as THE engine that will chart and engineer the organization's growth. Branding must come from the heart, a genuine wish and desire to deliver on the brand promises and to see your brand reach the pinnacle of success. These are the brands that will withstand the test of time.

The New Year brings much hope for businesses. With green shoots emerging from a year of economic drought brought on by the financial crisis, we must be nimble and alert to ride on the waves of recovery. A new business landscape evolves after every crisis and as brand leaders, SMEs BrandLaureates must be at the forefront leading the economic recovery by setting new trends. Time and tide waits for no man in this competitive environment. To maintain your pole position as brand champions, SMEs BrandLaureates have to be dynamic and resilient and make branding as the engine to arrive at your destination.

Be the Brand that Moves the World!

Thank you  
**Dr KK Johan**  
Chief Executive Officer

## The BrandLaureate Award is only as good as the awardees

### CORPORATE BRANDING

**ABX**  
Best Brands in Logistics – Courier

**Artmatrix**  
Best Brands in Office Furniture – Open Plan Systems & Chairs

**Asia Media**  
Best Brands in Media – Transit TV Network

**ASLI**  
Best Brands in Strategy & Leadership Institute

**Assunta Hospital**  
Best Brands in Healthcare – Hospital

**Ban Lee Hin**  
Best Brands in Engineering and Construction

**Big Tree Outdoor**  
Best Brands in Media – Outdoor Advertising

**CyberSecurity Malaysia**  
Best Brands in Cybersecurity

**De Classic Life**  
Best Brands in Multi Level Marketing – Consumer/Health Products

**Delphax**  
Best Brands in Healthcare – Medical Solution-Orthopedic

**Fella Design**  
Best Brands in Fabrics & Soft Furnishing

**Fire Fighter**  
Best Brands in Services – Fire Fighting Equipment

**FireFly**  
Best Brands in Aviation – Community Airline

**G-Force**  
Best Brands in Logistics

**Hextar**  
Best Brands in Chemicals – Agriculture

**Hopetech**  
Best Brands in ICT – e-Payment & SmartCard Solutions

**Hot FM**  
Best Brands in Media – Radio

**Hot Shoes**  
Best Brands in Services – Event Management

**HW Lima**  
Best Brands in Exhibition – Maritime & Air

**Infor Resources System**  
Best Brands in Services – Management Training

**Intergrated Global Solutions**  
Best Brands in ICT – Virtualisation

**INTI Education Group**  
Best Brands in Education – Tertiary

**Keyline**  
Best Brands in Door Hardware-Security

**Malaya Optical**  
Best Brands in Retail – Vision Solution Center

**Masterskill College of Nursing and Health**  
Best Brands in Nursing Education

**MATTA**  
Best Brands in Exhibition – Travel & Trade Fair

**MayFlower**  
Best Brands in Services – Tours & Travels

**MyNews.com**  
Best Brands in Retail – Press Retailer

**One World Hotel**  
Best Brands in Hotel – Business

**PDL**  
Best Brands in Services – Leadership Training

**Romstar**  
Best Brands in Oil & Gas – Engineering

**Skybus Ventures**  
Best Brands in Passenger Transportation – Bus

**Sungei Wang Group**  
Best Brands in Retail – Property Development

**Sunway Lagoon Theme Park**  
Best Brands in Leisure – Theme Park

**Takaful Ikhlas**  
Best Brands in Services – Islamic Financial Protection Services

**Takasima**  
Best Brands in Wellness – Fitness Equipment

**Tele Dynamics**  
Best Brands in Information & Communication Technologies – Total Business Solutions

**The Curve**  
Best Brands in Leisure – Retail Mall

**The One Academy**  
Best Brands in Education – Communication and Design

**Tony Roma's**  
Best Brands in Food & Beverage – Mid-American Casual Dining

**Tunku Abdul Rahman College**  
Best Brands in Education – College

**Ultimate Copier**  
Best Brands in Office Automation – Digital Copier

**Yakin Invest**  
Best Brands in Manufacturing – Skin Care

### PRODUCT BRANDING

**Awana Resorts & Hotels**  
Best Brands in Hotel – Leisure & Hospitality

**Chek Hup**  
Best Brands in Food & Beverage – Coffee

**Clara International**  
Best Brands in Wellness – Personal & Beauty Care

**Clean Color Bond®**  
Best Brands in Manufacturing – PRB Painted Steel

**Colavita**  
Best Brands in Consumables – Olive Oil

**eGuide**  
Best Brands in Online Search Directory

**Felda Yangambi**  
Best Brands in Oil Palm – Germinated Seeds

**Forest'secret**  
Best Brands in Consumer Products – Body & Skincare

**Getha**  
Best Brands in Bedding

**IMAT (Ikhlas Medic Assist Takaful)**  
Best Brands in Services – Healthcare Insurance

**Inovar**  
Best Brands in Floor Covering – Laminated Flooring

**Jasmine Food**  
Best Brands in Retail – Rice

**Koong Woh Tong**  
Best Brands in Food & Beverage – Traditional Chinese Supplement

**Ohhira Nutrition**  
Best Brands in Wellness – Health Supplement

**Pelangi**  
Best Brands in Educational Products – Books/Multimedia

**Procrystal Brands**  
Best Brands in Automotive – Car Care

**Q-dees**  
Best Brands in Education – Pre-school

**ROSET**  
Best Brands in Kitchen & Cabinet System

**Rozel**  
Best Brands in Home Furnishing Products

**SKB Shutters**  
Best Brands in Manufacturing – Windows & Doors

**Sliderdrobe**  
Best Brands in Furniture & Fittings – Wardrobe Modular System

**Slimming Sanctuary**  
Best Brands in Wellness – Slimming Spa

**SNIPS**  
Best Brands in Services – Hair Salon

**Sunway Skating Rink**  
Best Brands in Leisure – Entertainment Centre

**The Loaf**  
Best Brands in Food & Beverage – Delicatessen

**The Ship**  
Best Brands in Food & Beverage – Western Food

### SMEs BRAND SPECIALTY AWARDS

**Basis Bay (ebasisbay.com)**  
Best Brands in Brand Innovation

**myNews.com**  
Most Promising Brand

**Masterskills**  
Best Brands in Brand Culture (CSR)

**Sungei Wang Plaza**  
Best Brands in Brand Strategy

**Super Coffee Mix**  
Best Brands in Brand Communications

**The Melium Group**  
Best Brands in Brand Management

### The BrandLaureate - SMEs Brand Personality Awards

**Dato' Hj. Ameer Ali Bin Mydin (MYDIN)**

**Dato' AK Nathan (Eversendai)**

**Lillian Too (World of Feng Shui)**

### The BrandLaureate - SMEs Entrepreneur of the Year Award

**SM Faisal SM Nasimuddin**  
(Joint Group CEO of Naza Group)

### The BrandLaureate - SMEs CEO of the Year Award

**CK Tan**  
(CEO of the Munchy's Group)

### THE BRANDLAUREATE SMEs MASTERS AWARDS - Voted by SMEs the Most Preferred Brands

**Celcom**  
Mobile Telecommunications

**Century Logistics**  
Logistics

**Emkay**  
Property Development

**EURO**  
Manufacturing - Office Furniture

**Great Eastern Life Assurance (Malaysia)**  
Insurance

**Hai-O**  
Retail - Traditional Chinese Medicine

**Malaysian Mosaics**  
Manufacturing – Tiles

**Maybank**  
Banking

**Proton**  
Automotive

**Spritzer**  
Manufacturing – Bottled Water

**StemLife**  
Research - Stem Cell

**Westport**  
Logistics – Ports