



二零二五年中小企业白金奖

An abstract geometric graphic consisting of several overlapping, translucent, golden-yellow triangles and polygons, creating a sense of depth and movement. It is positioned to the left of the main title text.

PLATINUM BUSINESS AWARDS 2025

LEADERSHIP • INTEGRATION • SUSTAINABILITY

二零二五年中小企业白金奖

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SME
MALAYSIA

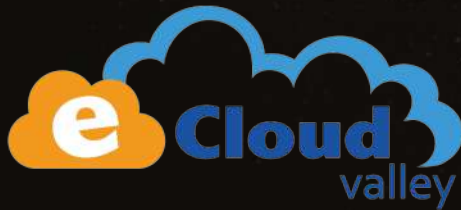
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THEME OF THE YEAR

The Platinum Business Awards 2025 carries the theme 'Leadership, Integration, and Sustainability', reflecting the vision and mission of the SME Association of Malaysia to continuously drive SME growth in a new era.

Modern Leadership is centered on Adaptive Foresight and Ethical Governance. It's the ability of executives to look beyond immediate economic cycles and guide the organization through accelerating technological and geopolitical shifts, particularly the transformative power of AI. A leader whose primary role is to ensure transparency in corporate strategy, cultivate an inclusive culture that attracts and retains diverse digital talent, and make value-driven decisions under increasing stakeholder scrutiny. Leadership is measured by the commitment to tangible action over rhetoric.

Integration is no longer just about internal alignment; it is the realization of the Connected Enterprise. This involves the end-to-end digital threading of the value chain, from automated supply networks to seamless customer experience platforms, often powered by AI and machine learning. Crucially, it means achieving "Double Materiality"—integrating financial performance with environmental and social impact, ensuring sustainability criteria are non-negotiable elements in core business strategy, capital allocation, and risk management.

In 2025, Sustainability has become synonymous with Core Business Resilience. It has moved decisively from a compliance function to a chief innovation driver. This principle focuses on Circular and Regenerative Models, where value is maximized and waste is eliminated, often through new product-as-a-service offerings. It also encompasses Climate Adaptation, requiring businesses to proactively manage physical and transition risks in their operations and extended supply chains, ensuring long-term vitality and a positive contribution to ecological and social well-being.



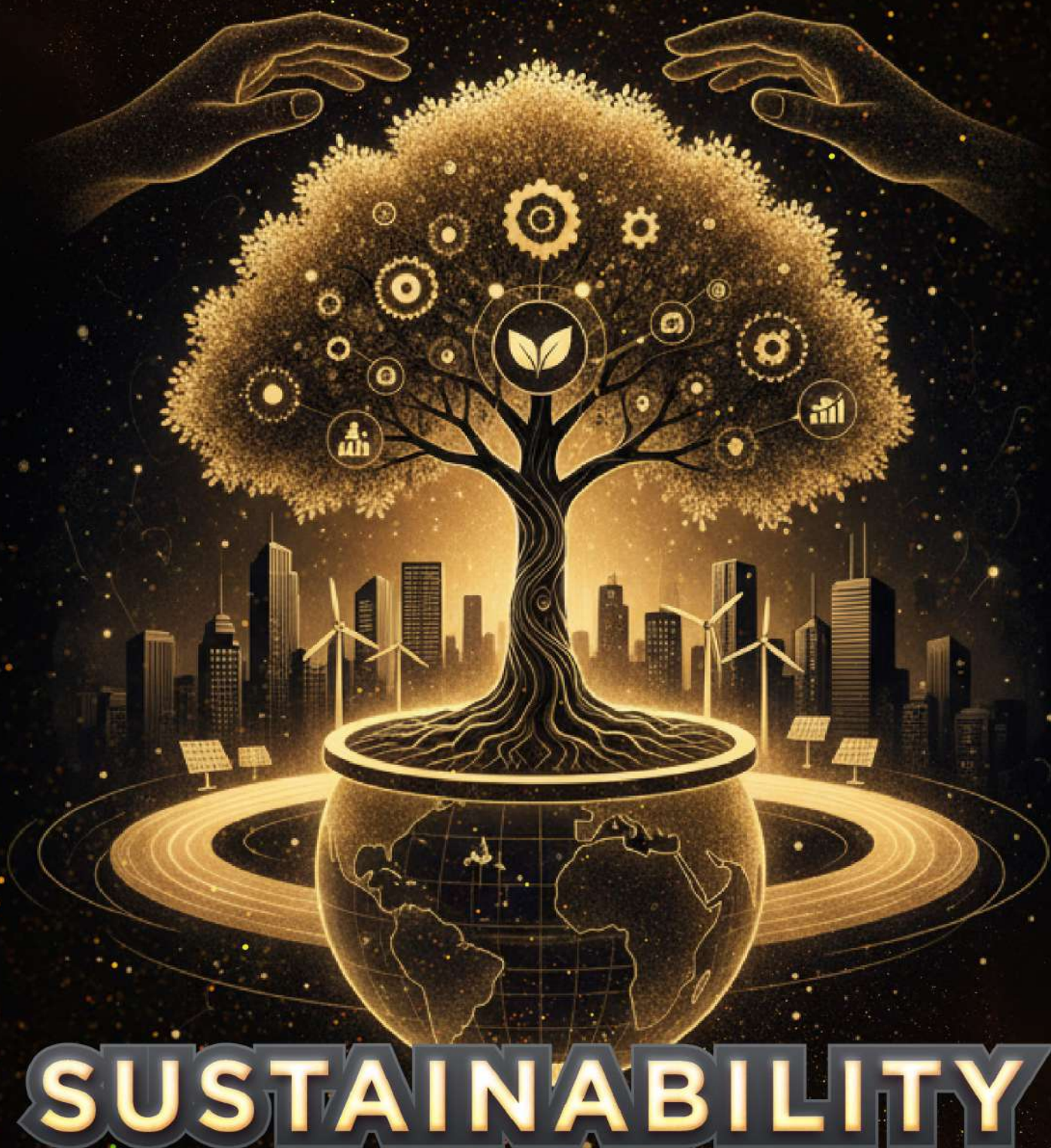
LEADERSHIP

Leadership is the compass and the driving force behind progress. It's the visionary hand that guides a collective towards a shared future, inspiring trust, fostering collaboration, and illuminating the path forward through wisdom and conviction. A true leader not only directs but empowers, shaping an environment where innovation thrives and individuals are motivated to achieve their highest potential.



INTEGRATION

Integration signifies the harmonious convergence of diverse elements into a unified, powerful whole. It's the seamless interweaving of ideas, processes, and people, creating a cohesive and efficient system where every component works in concert. This synergy amplifies strength, optimizes performance, and ensures that all parts contribute meaningfully to a larger, more impactful purpose.



Sustainability is the commitment to enduring value—nurturing growth that meets the needs of the present without compromising the ability of future generations to meet their own needs. It embodies foresight and responsibility, balancing economic prosperity with environmental stewardship and social equity. It's about building resilient systems and practices that thrive long-term, ensuring vitality for both business and the planet.

FOREWORD BY



YB DATUK EWON BENEDICK

MINISTER OF ENTREPRENEUR AND
COOPERATIVES DEVELOPMENT

YB DATUK EWIN BENEDICK

The Platinum Business Awards stands as a beacon of excellence and progress for Malaysia's small and medium enterprises (SMEs). It is more than a trophy—it is a symbol of the indomitable spirit of Malaysian entrepreneurs, reflecting the courage, resilience, and innovation that define our business community.

Behind every recipient is a story of perseverance. Their strength comes not from size or resources, but from determination, adaptability, and the relentless drive to overcome obstacles. Their journeys truly embody Malaysia's entrepreneurial spirit.

As the regional and global landscape shifts rapidly, ASEAN is emerging as a key engine of global growth, and Malaysian SMEs are uniquely positioned to seize this opportunity. By embracing digitalization and fostering cross-sector collaboration, our enterprises can extend their influence onto the global stage. In this new era, competition is ecosystem against ecosystem, not company against company. Businesses that forge meaningful, win-win partnerships will shape a future greater than they imagined.

Equally decisive is the ability to build strong brands. The world seeks brands that inspire trust. Cultivating distinctive identities through quality, innovation, and integrity will earn our SMEs recognition in international markets.

The 13th Malaysia Plan (RMK13) fundamentally redefines the role of our SMEs. The clear mandate is to drive structural economic change and increase SME contribution to GDP. The path forward is defined by accelerated digitalisation, scaling up micro and small enterprises, and cultivating a high-value, resilient ecosystem. We will ensure the SME sector is a powerful engine of the MADANI Economy.

On this occasion, I extend my deepest appreciation to the Organising Committee of the Platinum Business Awards for their efforts. Your work not only celebrates excellence but also elevates the strength of Malaysian SMEs in the eyes of society.

We honour all award recipients. May your achievements inspire others, and may Malaysian enterprises continue to shine brightly on the world stage in the years to come.

FOREWORD BY



YB GOBIND SINGH DEO

MINISTER OF DIGITAL

YB GOBIND SINGH DEO

The Platinum Business Awards Gala Dinner, organized by the SME Association of Malaysia, is a moment of honor and a call to a greater responsibility. The enterprises we celebrate tonight don't just showcase outstanding achievements; they embody the courage, exploration, and continuous reinvention vital for the Malaysian economy. This spirit must ignite confidence among more SMEs, encouraging them to pursue even greater ambitions.

Today, the technological revolution is fundamentally reshaping the global industrial landscape. For Malaysia to secure its footing in this new wave, SMEs must accelerate their digital transformation. This means moving beyond old models and proactively adopting digitalisation, automation, and innovative thinking across every business process. Our ministry's core mission is to empower you in this transition. By embracing digital technologies, Malaysian SMEs can move from merely participating to leading on the stage of international competition and contributing to the digital economy, a key pillar of the nation's future.

Future growth won't rely solely on capital or market access, but on the courage to transform. Digital adoption is critical to enhancing productivity and reducing reliance on foreign labor, thereby raising local talent employment and skills. This is a direct path toward Malaysia's goal of becoming a high-income nation. Furthermore, government policies and targeted support programs are opening new digital and market opportunities. We urge enterprises to leverage these effectively to strengthen exports and build more complete, tech-enabled industrial value chains.

We must also look at the long-term imperative of sustainable development. The green economy and ESG (Environmental, Social, and Governance) practices are rapidly becoming essential 'passports' to global markets. Enterprises that take early, digitally-informed action to embrace environmental and social responsibilities will gain greater competitive advantages and align more seamlessly with global value chains.

Ultimately, no strategy or resource, especially digital technology, can succeed without people. Talent is our most valuable capital. It is the starting point and endpoint of innovation. Only by continuously nurturing teams equipped with future-ready digital skills can enterprises remain dynamic in this rapidly changing environment. The Ministry of Digital is committed to fostering a skilled digital workforce that will drive your businesses forward.

In closing, I extend my sincere appreciation to Mr. Yaw Hua Foong, Chairman of the Organizing Committee for the 2025 Platinum Business Awards, and to the entire committee team. Your dedication has made this ceremony a significant milestone for Malaysian SMEs and the digital economy.

Let us once again applaud all the award-winning enterprises! May tonight's honor be the starting point for reaching even greater heights, and may Malaysian SMEs continue to shine brightly as beacons of digital adoption and innovation on the global stage.

FOREWORD BY



DR. CHIN CHEE SEONG

NATIONAL PRESIDENT OF THE
SME ASSOCIATION OF MALAYSIA

DR. CHIN CHEE SEONG

Today's honour is not only a recognition of outstanding achievements but also a symbol of new beginnings for enterprises in brand building, sustainable growth, and their journey towards internationalisation. May this accomplishment inspire more Malaysian SMEs to break boundaries, embrace innovation, and strengthen their foundations as they strive towards even greater success in the years ahead.

On behalf of the SME Association of Malaysia, I wish to express my deepest appreciation to Malaysia's Minister of Digital, YB Gobind Singh Deo, for gracing this year's Awards Presentation and Gala Dinner as our Guest of Honour. I would also like to extend my sincere thanks to the industry leaders and representatives whose presence has brought prestige and significance to this celebration.

At the same time, we must acknowledge that many SMEs in Malaysia continue to face significant survival challenges—declining sales, rising costs, cash flow constraints, and manpower shortages. These pressing issues demand bold government reforms and stronger support measures, particularly in advancing digitalisation and automation, and in easing new compliance burdens such as e-invoicing. Such interventions are crucial to enable SMEs not merely to survive, but to innovate, compete, and thrive in an ever-changing landscape.

As we enter a new era of Industry 4.0, driven by rapid technological advancements, the transformation of the SME ecosystem is no longer optional but essential. Only by moving decisively and embracing change can our home-grown enterprises secure their place on the highly competitive global stage. I urge SMEs to accelerate the adoption of automation and digitalisation in order to reduce dependency on foreign labour and create more opportunities for Malaysians. A digitally skilled workforce, supported by modern production systems, will greatly accelerate Malaysia's transition towards becoming a high-income nation.

Enterprises must also strengthen their focus on export markets. By harnessing technology to enhance productivity, SMEs will build greater international competitiveness. I encourage businesses to make full use of the government's policy instruments and support schemes to expand export activities and further boost SME contributions to national GDP. Equally important is the pursuit of sustainable development. Green transformation and ESG (Environmental, Social and Governance) practices are no longer buzzwords but essential prerequisites for entry into global markets. Early preparation and the proactive adoption of sustainability and social responsibility initiatives will ensure long-term competitiveness and alignment with international value chains.

Above all, success ultimately depends on talent. Whether in digitalisation, automation, or internationalisation, people remain at the core. SMEs must continue to invest in employee training and nurture a workforce equipped with future-ready skills to sustain business vitality throughout their transformation journey. This year's Platinum Business Awards is especially meaningful, as we celebrate not only excellence but also the resilience of SMEs that have stood firm in the face of adversity. To all award recipients, your achievements are a testament to courage, determination, and adaptability—qualities that will continue to inspire the wider SME community.

In closing, I wish to record my heartfelt gratitude to the Organising Chairman of the Platinum Business Awards 2025, Mr Dennix Yeow Wah Fuong, and his entire team, as well as to our sponsors, the Selection Board, assessors and auditors, the secretariat, and all who have worked tirelessly behind the scenes.

My warmest congratulations once again to all award recipients. May this honour serve as a driving force for your continued success and enable Malaysia's SMEs to shine even brighter on the international stage.

FOREWORD BY



DENNIX YEOW WAH FUONG

ORGANISING CHAIRMAN OF THE
PLATINUM BUSINESS AWARDS 2025

DENNIX YEOW WAH FUONG

For over two decades, the SME Association of Malaysia (SME Malaysia) has stood as a steadfast advocate for our nation's small and medium enterprises. Since its inception in 2002, our flagship Platinum Business Awards (PBA) has evolved into one of Malaysia's most prestigious business accolades, celebrating excellence across 23 consecutive years. Today, the PBA represents far more than recognition—it is a transformative milestone that propels businesses toward sustained success.

The value of PBA recognition extends well beyond the trophy. Our award winners consistently report measurable advantages that strengthen their competitive positioning. Enhanced credibility opens doors to new partnerships, as the PBA seal of excellence signals to clients, investors, and stakeholders that a company has been rigorously validated by industry experts. Amplified market visibility translates into increased media coverage and greater customer confidence—critical assets in today's marketplace. Strategic networking opportunities connect winners with industry leaders and key decision-makers, fostering relationships that drive innovation and growth.

Furthermore, PBA recognition serves as a powerful catalyst for talent acquisition and retention. Top professionals are drawn to award-winning organizations, while existing team members experience heightened pride and motivation. Winners also gain preferential access to business opportunities, government initiatives, and financial partnerships.

This year, we are proud to introduce the SME Outstanding Professional Services Award, expanding recognition beyond traditional sectors to celebrate excellence across diverse disciplines. This new category fosters cross-industry collaboration and unlocks new pathways for professional growth.

At SME Malaysia, we view the PBA as a strategic instrument for national economic advancement. As today's SME winners mature into tomorrow's industry champions, they generate employment, drive innovation, and strengthen Malaysia's entire business ecosystem.

I extend my deepest gratitude to our sponsors, partners, Selection Board members, assessors, and auditors. Most importantly, I recognize our exceptional organising committee, whose vision and tireless efforts have brought this prestigious event to fruition.

To all participants: leverage this recognition as a strategic asset and an inspiration to reach even greater heights. Here's to celebrating excellence and building a stronger Malaysia together.

FOREWORD BY



TAN SRI MICHAEL YEOH

CHAIRMAN OF THE SELECTION BOARD,
PLATINUM BUSINESS AWARDS 2025

TAN SRI MICHAEL YEOH

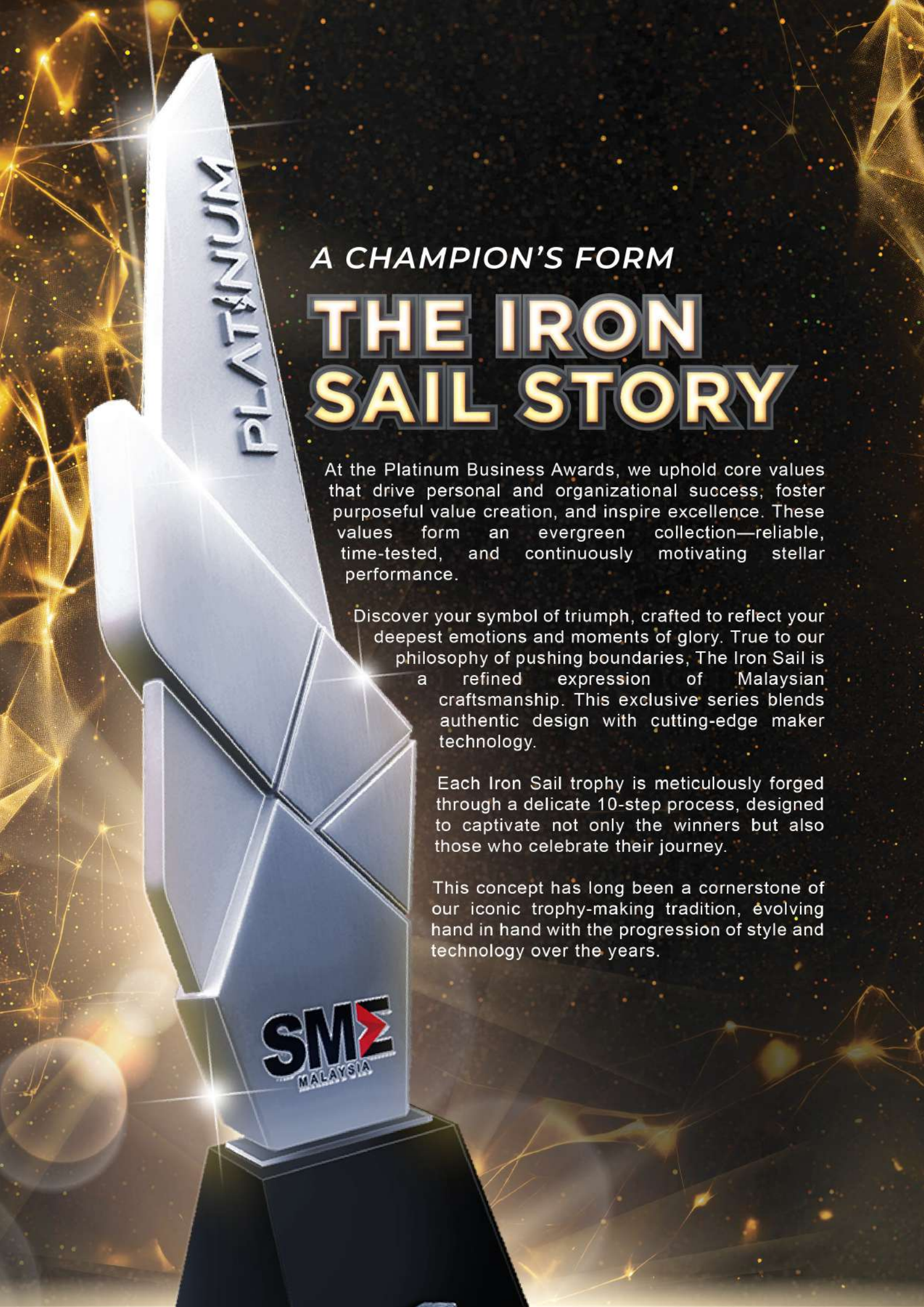
Since its establishment in 2002, the Platinum Business Awards (PBA) has journeyed through 23 remarkable years, standing as one of the most prestigious recognitions for SMEs in Malaysia. Over time, it has not only celebrated countless success stories but also become a benchmark of excellence and credibility in the business landscape.

What sets the Platinum Business Awards apart is its stringent and transparent evaluation process. Each category undergoes multiple layers of scrutiny, with assessments conducted by a panel of seasoned experts guided by clear criteria. This rigorous framework ensures that every award presented reflects integrity, fairness, and genuine merit. As a result, PBA winners gain more than recognition—they earn trust and respect from the broader business community and society at large.

Beyond an accolade, the Platinum Business Awards has also evolved into a platform for collaboration and growth. It strengthens brands, expands networks, and opens new avenues for partnerships. Through this platform, companies are empowered to showcase their strengths on larger stages, connecting ideas and resources to create win-win opportunities.

Looking ahead, the SME Association of Malaysia remains committed to safeguarding the Awards' professionalism and raising its impact year after year. We believe that every recipient's journey serves as an inspiration, and together, these stories will continue to drive industry progress while fueling Malaysia's economic growth.





PLATINUM

A CHAMPION'S FORM

THE IRON SAIL STORY

At the Platinum Business Awards, we uphold core values that drive personal and organizational success, foster purposeful value creation, and inspire excellence. These values form an evergreen collection—reliable, time-tested, and continuously motivating stellar performance.

Discover your symbol of triumph, crafted to reflect your deepest emotions and moments of glory. True to our philosophy of pushing boundaries, The Iron Sail is a refined expression of Malaysian craftsmanship. This exclusive series blends authentic design with cutting-edge maker technology.

Each Iron Sail trophy is meticulously forged through a delicate 10-step process, designed to captivate not only the winners but also those who celebrate their journey.

This concept has long been a cornerstone of our iconic trophy-making tradition, evolving hand in hand with the progression of style and technology over the years.



1



The casting process involves a distinguished mould forming technique, starting from a complex fuse of steel, medium density fiberboard, steel frame, Petra bond and Serbian kaolin additive. The cast is then carefully immersed in heated molten pewter to make sure the cast has the same temperature with the pewter fill, ensuring a flawless finishing later on.

2



The main trophy body is casted as a single alloy plane into the iconic six-sided polygonal shape, embodying the spirit of entrepreneurship, as accentuated in the six core paradigms of Platinum Business Awards 2020.

3



The center piece then receives a unique sandblast finish to achieve a sophisticated grain pattern, completed with the word PLATINUM embossed at a third of its width, complying the aesthetical golden ratio of Fibonacci. The grain pattern reflects our effort to humanize the trophy by intriguing the sense of touch.

4



Our obsession remains to continuously simplify and improve. The polygonal attachments on the sides are precisely polished with artisan skill sets to emphasize the edges and bevels on each individual pieces. This marks the reborn of a new, bolder Iron Sail Trophy.

5



To define one truly artistic craftsmanship, we have developed a whole new process to achieve a delegate satin finish, on the polygonal pieces. Employing micro-particles bombardment, the alloy is finely whittled into perfection, further enhancing its lustrousness.

6



Each pieces are then carefully soldered on the centerpiece with high grade flux material to adhere them permanently into the final shape. The trophy is then secured on its throne, made out of finely selected wood with dark lacquer finishing.

7



As the final buffing stage, a special pumice compound flows over the intricate geometries of the trophy, removing imperfections, establishing a seamlessness between the plates and producing a perfectly satin surface. When complete, the new Iron Sail Trophy is the most pristine, the most evolved representation of this design.

8



PLATINUM

SELECTION BOARD MEMBERS

SME
MALAYSIA

A portrait of Tan Sri Michael Yeoh, a middle-aged man with dark hair, wearing a dark suit, white shirt, and blue tie. He is smiling and has his hands clasped in front of him. The portrait is framed by a white, stylized geometric shape. The background of the entire page is dark with golden, glowing geometric patterns and particle effects.

TAN SRI MICHAEL YEOH

CHAIRMAN OF THE SELECTION BOARD

TAN SRI MICHAEL O.K. YEOH is Founding President of the World Digital Chamber and the KSI Strategic Institute for Asia Pacific, a leading regional Think Tank. He is also Founder and Chairman of the ASEAN Economic Club and Chairman of the International Chamber of Commerce Malaysia (ICCM). He was recently appointed as Vice Chairman of the United Nations ESCAP Sustainable Business Network (ESBN).

With over 40 years of senior management, corporate board and strategic advisory experience he advises

and sits on the Boards of several Publicly Listed Companies and Foundations. His boardroom experience covers a wide range of industries in Banking & Finance, private equity and debt ventures, investments, property development, media, healthcare, education, food and agriculture. He represented the Government of Malaysia (with Ambassador ranking) on the ASEAN High Level Task Force on Connectivity and was a member of the Malaysia Competition Commission, the Human Rights Commission, the Advisory Board of the Malaysian Anti-Corruption Commission (MACC).

An author, international speaker and thought leader, he authored several books and has been invited to speak at international forums organized by the World Economic Forum, the World Policy Conference, the Boao Forum, Asia Society New York, the Institute for Economic Growth India, the Centre for China and Globalization and the Centre for Strategic and International Studies. He holds an Economics degree from Monash University, Australia and a Doctorate of Laws (H.C.) from the University of Nottingham, UK. He has also attended the Aresty Institute, Wharton School and is a Visiting Professor at the Cambodia University of Technology (CAMTECH).

A portrait of Tan Sri Dato' Sri Sufri Bin Hj Mohd Zin, a middle-aged man with grey hair and glasses, wearing a dark blue suit, white shirt, and red patterned tie. He is standing with his hands clasped in front of him. The background of the portrait is a dark, textured surface with golden geometric lines and star-like patterns.

TAN SRI DATO' SRI SUFRI BIN HJ MOHD ZIN

SELECTION BOARD MEMBER

Tan Sri Dato' Sri Sufri Bin Mhd Zin is the founder of the TRC Group of Companies. He was appointed as the Managing Director of TRC Synergy Berhad on 29 March 2002. He held the position of Executive Chairman of the Company before being re-designated as Managing Director. He is also the Managing Director of the Group's subsidiary Companies.

Tan Sri Sufri graduated from the MARA Institute of Technology in 1982 with a Diploma in Business Studies. He began his career with Standard Chartered Bank before joining Bank Bumiputera Malaysia Berhad in 1982 as an International Banking Division Officer. He then went on to

pursue a Bachelor's Degree in Jurisprudence at University of Malaya (UM) and he has since obtained a Master's Degree in Business Law and National University of Malaysia (UKM) in 2014.

In August 2009, he received an Outstanding Entrepreneurship Award organized by Enterprise Asia. He achieved a great personal milestone when he was honoured as CEO of the Year by the Construction Industry Development Board (CIDB) that same year. CIDB also named him as Winner of Contractor of the Year at their Malaysian Construction Industry Excellence Awards 2011. In 2024, he was awarded with Master Entrepreneur Award during Asia Pacific Enterprise Awards (APEA) 2024 under construction industry.

Tan Sri Sufri has been actively involved as a Council Member of the Master Builders Association Malaysia (MBAM) since 2004. Since 2022, Tan Sri Sufri is the Immediate Past President of MBAM. He was elected as the President of MBAM for the period of 2020 to 2022. Throughout his involvement in MBAM, he was a Director of MBAM Onebuild Sdn Bhd and currently an Advisor of Construction Labour Exchange Berhad (CLAB). Tan Sri Sufri also represented MBAM as the Board of Director in the Construction Industry Development Board Malaysia (CIDB) and Construction Labour Exchange Berhad (CLAB) from 2020 to 2022 during his presidential term.

On 16 August 2023, he was appointed as Chairman of Board of Director Universiti Malaysia Perlis (UniMAP) by Minister of Higher Education.

Presently, he is a Trustee of Yayasan TRC and Chairman of Whistleblowing Committee of the Company.

During the Financial Year ended 31st December 2024, he attended four (4) out of five (5) Board of Directors Meetings.

A portrait of Mr. Thirunaukarasu Muthayam, a middle-aged man with dark hair, wearing a dark suit, white shirt, and patterned tie. He is seated with his hands clasped in front of him. The background of the portrait is a dark, abstract geometric pattern with golden lines and dots.

THIRUNAUKARASU MUTHAYAM

SELECTION BOARD MEMBER

Mr. Thirunaukarasu Muthayam is the current President of the Negeri Sembilan Indian Chamber of Commerce & Industry (NSICCI), where he champions the interests of businesses of all sizes across various sectors. His focus includes strengthening state and local chambers as well as trade associations.

He also serves as the Vice President of the Malaysian Associated Indian Chambers of Commerce & Industry (MAICCI) and is an Executive Council Member of the National Chamber of Commerce and Industry of Malaysia (NCCIM).

MAICCI is the largest apex body representing the Malaysian Indian business community, serving as a key platform to advocate for Indian entrepreneurs and to foster collaboration within the business ecosystem. Mr. Thirunaukarasu's involvement with MAICCI supports the growth of Indian-owned businesses and enhances their visibility and impact at both national and international levels.

NCCIM, on the other hand, is one of Malaysia's most influential chambers of commerce, encompassing a broad range of industries and business sectors nationwide. It works closely with the government, private sector, and international organizations to drive economic growth, facilitate trade, and safeguard the well-being of its members. Mr. Thirunaukarasu's role in NCCIM allows him to contribute meaningfully to national policy development and initiatives that advance Malaysia's business agenda.

As the Chief Executive Officer (CEO) of Agros Empire Sdn Bhd, Mr. Thirunaukarasu leads the company's marketing, business development, and revenue growth strategies. With over 20 years of experience, he specializes in integrating advanced technologies into agriculture such as precision farming and crop monitoring. He utilizes high-tech scanners for real-time crop health monitoring and data analytics, enabling improved decision-making and optimized yields, which are essential for sustainable farming.

His expertise spans bio-organic fertilizers, agricultural regulatory compliance, environmental economics, policy development, and supply chain management. He also collaborates internationally on advanced agricultural technologies and machinery, with a focus on mechanization, irrigation management, and soil health monitoring to enhance farming efficiency and scalability.

Mr. Thirunaukarasu holds a Master of Science (MSc) in Facility Management from the University of Greenwich. He brings a strong foundation in agricultural practices, combined with a deep commitment to sustainability and environmental stewardship. Passionate about advancing soil health and promoting eco-friendly farming methods, he actively contributes to sustainable agriculture initiatives. Beyond the field, Mr. Thirunaukarasu is dedicated to fostering positive work environments and driving organizational excellence. With a forward-looking vision for growth and innovation, he remains committed to delivering impactful results and long-term success.



DATO' YEOW WAH CHIN

SELECTION BOARD MEMBER

Dato' Yeow Wah Chin, Malaysian, aged 65 hails from Gadek, Alor Gajah, Melaka. His mother was a rubber tapper while his father was an estate conductor in a rubber estate plantation owned by a Singaporean company.

He studied at Tunku Besar Primary and Secondary School, Tampin. Knowing that life would be tough if he could not excel in his studies, he studied hard and was admitted into the National University of Malaysia to study economics in 1980. He graduated with Bachelors of Economics (Hons) in 1984 and was named as a book prize winner for Analytical Economics and Public Policy department. Subsequently he was offered a job in Maybank as a credit officer and 5 years later he decided to read law at Aberystwyth University, United Kingdom where he graduated with LLB (Hons) degree in 1991. Upon his return

he sat and passed the Certificate in Legal Practice and continued to serve Malayan Banking Bhd. for two years before he quit and joined Messrs Ismail Sabri & Wee as a Partner in 1993. Then Dato' Yeow left and he set up his own legal practice, Messrs Yeow & Salleh in 1994.

It was also in 1994 that Dato' Yeow joined the Lions Clubs of Kuala Lumpur Central where many projects were carried out to help the needy. He rose through the ranks to become club president, zone chairperson and region chairperson. In 2008 he stood for election and won. He was elected as first Vice District Governor and subsequently became District Governor in 2010. Realizing the importance of education, he initiated the formation of the Lions Education Foundation where students with average academic results could get financial assistance to further their tertiary education. His initiative received an overwhelming support from most if not all clubs and Lions as well as public at large with financial support. Within 6 months more than RM1,000,000 was raised. Today 95 students from financially challenged background benefitted from this initiative at a cost of RM1,489,000-00. Of the total 95 recipients, some have already graduated as doctors, accountants, office managers, engineers, bank officers etc. It is a proud moment for the foundation to see that vicious cycle of poverty has been broken and is out of their families.

After his tenure as governorship, he was elected as the Multiple District 308 Council Chairperson in 2014. Subsequently he was appointed by Lions Clubs International President to serve for 2 years (2017 – 2019) as the Global Leadership Team Area Leader for Malaysia, Singapore, Brunei, The Philippines and Guam, USA. For his immense contribution to the community, in 2015, Dato' Yeow has been bestowed the highest award of Lions Clubs International the Ambassador of Goodwill Award by the International President Joe Preston. In 2024, he was appointed to the Board of Directors of the Lions Clubs International as an International Director for 2024-2026. Besides, his Lionistic career, he served as a member of Advocates and Solicitors' Disciplinary Committee for some years and had also served as a committee member of the Conveyancing Practice Committee of the Bar Council. He had been appointed to serve as Legal Advisor for the Society of Interpreters of the Deaf in Selangor and Wilayah Persekutuan and Yeow See Association in Melaka. He was also recognized in 2019 by his alma mater, TARUC as a recipient of the Top 50 Award at its 50th Anniversary. In May 2019, Dato' Yeow has been appointed to the Board of Universiti Kebangsaan Malaysia. The following year he has been appointed to the Board of Malaysian Institute of Integrity until 2024. He was appointed as a director in a public listed company, Senheng New Retail Berhad, The Star Foundation and Yayasan Munarah in 2022.

For the contribution to the community: -

1. Dato' Yeow was conferred Darjah Indera Mahkota Pahang (DIMP) by DYMM Sultan of Pahang on 24th October, 2005; and
2. He was conferred Darjah Setia Tuanku Muhriz (DSTM) by Yang di Pertuan Besar Negeri Sembilan, DYMM Tuanku Muhriz on 14th February, 2012.

A portrait of Dr. Chin Chee Seong, a middle-aged man with short dark hair and glasses, wearing a dark suit, white shirt, and a red and blue striped tie. He is standing with his arms crossed. The background of the portrait is a dark, textured surface with golden geometric lines and star-like patterns.

DR. CHIN CHEE SEONG

SELECTION BOARD MEMBER

With over four decades of experience spanning multiple industries, CS Chin is a highly accomplished professional with deep expertise in Information Technology, Telecommunications, and Venture Investments across Malaysia, China, Japan, Taiwan, and Southeast Asia. Throughout his career, he has collaborated with leading local enterprises and global corporations, including IBM, Telekom Malaysia, and Gozzo Rosso Japan. He has also held key leadership positions, notably serving as Independent Director of M-Mode Bhd (listed on the Kuala Lumpur Stock Exchange), Non-Executive Director of Galasys PLC

(listed on AIM in London), and CEO/Director of Seatech Ventures Corp, a US-OTC listed company (OTC: SEAV).

CS Chin is deeply engaged in regional trade and business networks, and he plays a prominent role in various NGOs. He is the National President of the SME Association of Malaysia, President Emeritus of the Malaysia Cross Border E-Commerce Association, and has previously served as a Council Member of the Chinese Chamber of Commerce & Industry of Kuala Lumpur & Selangor. Additionally, he is the Deputy President of the Malaysia Independent Non-Executive Director Association, a past Chairman and Advisor of the National Tech Association of Malaysia (PIKOM) and has held leadership positions with international bodies such as the Asian-Oceanian Computing Industry Organization (ASOCIO) and the World Innovation, Technology and Services Alliance (WITSA).

CS Chin is also the Founding Advisor of the ESG Association of Malaysia reflecting his commitment to advancing Environmental, Social, and Governance (ESG) principles in the business community. With his vast experience and strong network of business leaders across Greater China and the Asia-Pacific region, CS has been appointed Deputy Chairman of the IR4.0 & Technology Committee of the Malaysia-China Business Council (MCBC) as well the board member of The Government-Industry TVET Coordination Body (GITC). He also serves on various committees in government ministries and agencies.

CS Chin is currently dedicated to corporate services advisory, providing expert consultation to technology-driven startups and scale-ups aiming for public listing. His services include comprehensive guidance throughout the listing process, strategic business planning, and leveraging his extensive network to help companies achieve successful market entry and long-term growth.



OLIVER HC WEE

SELECTION BOARD MEMBER

Oliver H.C. Wee, the President of the Master Builders Association Malaysia (MBAM), has over 40 years of experience in the construction industry and has been actively serving the Association on voluntary basis since 1994.

Since 2022, Wee has been appointed as a Board Member of the Construction Industry Development Board Malaysia (CIDB). From 2020 to March 2025, Wee served in the Board Member of the Construction Labour Exchange Berhad (CLAB).

In March 2023, he was appointed as a member of the Panel of Experts under the Local Government Development Ministry. In February 2025, he was appointed to the

Council of Experts under the Government-Industry TVET Coordination Body (GITC). He also serves as an Advisory Member for the CIDB Construction Law Report.

In addition, Wee also serve as Panel Jury in various industry Awards such as the PAM Gold Medal 2025, the PIKOM Excellence Award 2023-2024, the Malaysian Construction Industry Excellence Award (MCIEA) 2024 – International Achievement, the Malaysia Interior Industry Partners Association (MIIP) Awards 2023-2024, the Chartered Industry of Building Malaysia (CIOB) University Student Challenge Award 2023-2024 and the Ministry Housing and Local Government Excellence Award 2023.

Wee frequently presenting papers and participating in forums pertaining construction industry issues at both local and international platforms. He also maintains a monthly column with The Edge, sharing insights on current industry issues since 2022.

In 2023, he was conferred the CIDB Fellowship Award in recognition of his contributions to the development of the construction industry in Malaysia. Wee is also an empanelled mediator with the Asian International Arbitration Centre (AIAC), Construction Industry Development Board (CIDB), and the founder of the MBAM Mediation Service.

International Engagements

- On the international stage, Wee is currently a Board Member and Chairman of the Conditions of Contracts
- Committee at the International Federation of Asian & Western Pacific Contractors' Associations (IFAWPCA).
- He also serves as the IFAWPCA Ambassador to the International Federation of Consulting Engineers (FIDIC).

From 2023-2024, he was the Chairman of the ASEAN Constructors' Federation (ACF) and currently he is the Board Member of ACF. Additionally, he served as the Executive President for the China-ASEAN Construction Industry under the Belt & Road Initiative (2015–2016). In 2023, he was appointed as a Committee Member of the RCEP Industrial Cooperation Committee under the ASEAN Business Council (CABC).



ALEX LIEW

SELECTION BOARD MEMBER

ALEX LIEW is the Co-Founder and Executive Director of Glocomp Systems, leading the private sector sales team, channels, and partnerships. With over 25 years of industry expertise, his strategic direction has played a crucial role in establishing and nurturing Glocomp Systems' success in Malaysia's private sector marketplace.

Under his leadership, the team has secured major ICT projects across diverse industry verticals. Alex holds the esteemed position within The National Tech Association of Malaysia (PIKOM), serving as Chairman since 2024. His extensive engagement

across government, utilities, FSI, and education sectors significantly contributes to industry-wide growth. Alex represents PIKOM in engagements with key government leaders including Ministers and senior officials to advocate the industry concerns and issues. This has resulted in strong collaborations between PIKOM and the government that has been pivotal in fortifying the industry's landscape. Additionally, Alex serves as a Council Member and Chairman of the ICT, Automation, and Robotics Committee at the Master Builders Association of Malaysia, to provide strategic guidance and actively promote the integration of technology within the construction industry.



WITH SINCERE THANKS TO



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2025**



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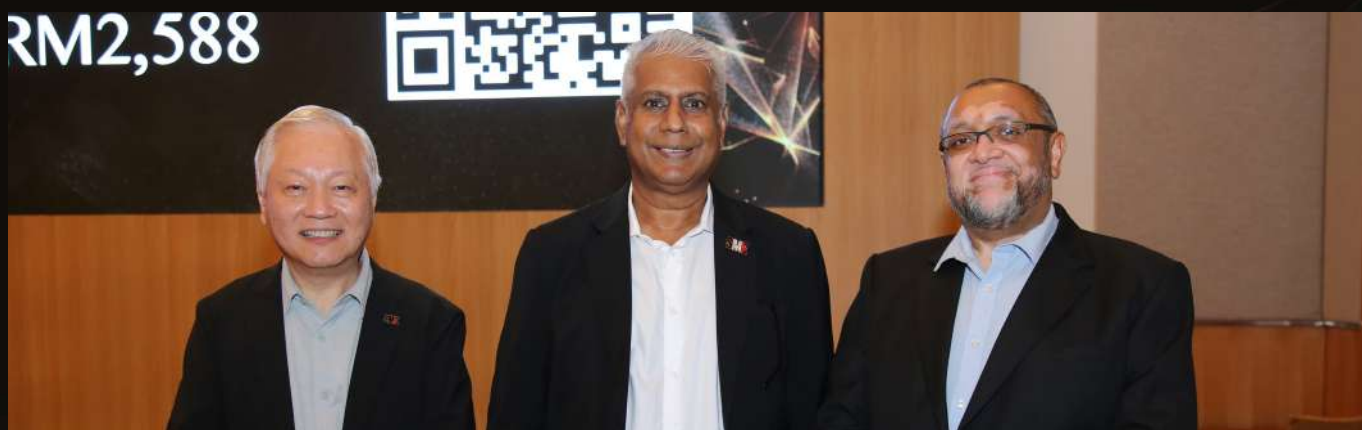
A Halal enterprise represents more than certification, it reflects a steadfast commitment to quality and integrity.



A single leaflet carries more than a brand, it embodies a genuine Halal promise.



Heartfelt thanks to Allianz Bank for its continuous trust and support toward SMEs.





Exciting moments from JB Roadshow, energy, smiles, and endless connections!



A day filled with connection and opportunity, Melaka Roadshow was another successful step forward!

FOREWORD BY



SANDY WOO

*Country Director, Malaysia
eCloudvalley Technology Sdn. Bhd.*

I am deeply honoured to share this message for the Platinum Business Awards 2025, a platform that celebrates the strength, resilience, and creativity of Malaysia's business community. More than just an awards ceremony, the PBA is a tribute to the passion and perseverance that drive our nation's SMEs forward.

At eCloudvalley, we share the belief that progress is built on courage, vision, and the willingness to embrace transformation. As a fast-growing cloud solutions provider and Premier Partner of Amazon Web Services (AWS), our mission is to simplify the cloud and help businesses unlock its full potential. From modernisation and data analytics to advanced technologies such as AI, machine learning, and IoT, we are dedicated to ensuring that companies of every size can harness digital tools to grow and succeed.

What makes the Malaysian SME community special is the heart behind every story — founders who take risks, teams who persevere, and leaders who push boundaries even when the odds are against them. The awardees and nominees we celebrate this year embody these same qualities, reminding us that progress is not just about numbers or growth charts, but about adaptability, teamwork, and a shared vision for the future. This spirit of resilience and innovation is exactly what the Platinum Business Awards seeks to honour: leadership that inspires and impact that lasts.

To all award recipients — congratulations on your well-deserved recognition. To every nominee and participant, thank you for showing us what is possible when businesses dare to dream big and persevere with heart.

On behalf of eCloudvalley, I would like to extend our gratitude to the organisers, sponsors, and partners of PBA 2025. May this year's Awards not only celebrate achievement but also inspire new opportunities and collaborations that will strengthen Malaysia's business community and shape a brighter digital future.



eCloudvalley: Your Cloud Transformation Partner

eCloudvalley is a **born-in-the-cloud AWS Premier Tier Partner** with a proven record of helping businesses accelerate digital transformation. With a global presence and deep technical expertise, we enable organisations to **innovate faster, scale smarter, and transform with confidence.**

1st

AWS Premier Tier Service
Partner in APAC Region

12

Years Worth Experience &
Expertise

680+

AWS Cloud Certifications

2,400+

Client Across Global

We Empower Businesses Through Cloud Innovation

AWS Premier Tier Services Partner



Global Reach, Local Expertise

11 countries across the globe. Backed by reliable **24/7 Technical Support**

650+ Cloud Experts

- ▶ **150+** Cloud Solutions Architects
- ▶ **50+** Data Team
- ▶ **50+** ERP & DB Consultants
- ▶ **40+** Dev Team
- ▶ **15+** Security Consultants
- ▶ **200+** Solutions Team

AWS Competencies & Certifications



<https://www.ecloudvalley.com/my>

info.my@ecloudvalley.com

Scan the QR code
to contact us!





Turning Challenges into Opportunities

The Everyday Struggles of SMEs — Solved with eCloudvalley



Your Challenges

“ Our IT bills **keep increasing**, but our systems still can't keep up with growth. ”

“ We collect so much data, but it just sits there. We don't know how to use it to **make decisions**. ”

“ Cyberattacks and compliance risks keep us awake at night. One incident could **destroy customer trust**. ”

“ We **don't have the manpower or expertise** to manage IT around the clock. ”

“ We **can't keep up with competitors** who are already using AI to move faster. ”



Our Solutions



Cloud Migration & Modernization

Move to AWS with pay-as-you-go pricing, scalable infrastructure, and optimized cost structures that grow with your business, not against it.



Data & Analytics

Transform raw data into clear, simple dashboards that provide real-time insights you can act on immediately, helping you understand customers better and make smarter, faster decisions.



Managed Services (MSP)

Our certified cloud experts provide 24/7 monitoring, optimization, and support, so your team can focus on running the business, not firefighting IT issues.



GenAI

Make AI work for you. From automating repetitive tasks to generating content and forecasts, we bring GenAI tools like Amazon Bedrock & Amazon Q into your business to cut costs, save time, and boost productivity.



Cloud Security

Enterprise-grade protection against threats, with built-in security that protects your data and meets local and international standards.





Agentic AI for SME's

Do more with less. Cut costs. Move faster. Compete smarter.



Cost Inefficiency

Manual processes drain resources. GenAI automates document handling, reporting, and customer support — cutting overhead and reducing errors.



Workforce Limitations

SMEs often lack in-house specialists. GenAI augments small teams with AI-driven assistants for tasks like data analysis, content generation, and customer engagement.



Operational Bottlenecks

Legacy workflows slow down execution. GenAI streamlines design iterations, demand forecasting, and workflow optimisation for faster outcomes.



Market Competitiveness

Bigger players move faster with more resources. GenAI enables SMEs to deploy enterprise-grade tools like predictive analytics and generative design at a fraction of the cost.

Pilot a **FREE** GenAI Proof of Concept

Explore real-world GenAI use cases at zero costs

T&Cs apply* | POC requires active participation from your business units for successful delivery

What You'll Get

- ✓ 1-on-1 assessment to identify your highest ROI use case
- ✓ Full implementation of AWS GenAI tools (e.g., Amazon Bedrock, Amazon Q)
- ✓ Hands-on support from certified GenAI engineers

Ready to Explore GenAI for Your Business?

Scan the QR code to contact us!





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Experience lightning-fast 10Gbps internet with no limits.

ENTERPRISE SOLUTIONS

Scale up your business with bespoke digital tools, security and support.



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Essential for the modern SME.**



High-speed 5G Data



Business Broadband



Free Global Roaming

FOREWORD BY



The logo for Media Prima Omnia, featuring the word "Omnia" in a white, elegant script font. A small red dot is positioned above the letter 'i'.

STEPHANIE WONG

*Chief Operating Officer
Media Prima Omnia*

Celebrating Brilliance, Inspiring Possibilities

It gives me great pleasure to extend my heartfelt congratulations to all winners of the Platinum Business Awards 2025. Your success is more than just recognition — it is a reflection of courage, innovation, and the relentless spirit that drives Malaysia's SME community forward.

At Media Prima Omnia, we believe that every achievement deserves to be seen, celebrated, and shared. As the Official Media Partner, we are honoured to stand beside the SME Association of Malaysia in championing those who redefine excellence — the dreamers who turn ideas into enterprises, and enterprises into legacies.

In today's dynamic business landscape, where change is constant and attention is fleeting, trust remains the most valuable currency. Media Prima, through our omnichannel platforms — from television and radio to print, digital, and out-of-home — reaches over 98% of Malaysians daily, helping brands tell stories that connect hearts and move markets. Through this partnership, we aim to amplify your achievements and bring your stories to the forefront, inspiring a new wave of entrepreneurs who dare to dream big.

The Platinum Business Awards are not merely a celebration of success — they are a reminder that innovation thrives on resilience, and excellence is built on authenticity. As you turn the pages of this special edition, may the journeys of our winners spark ideas, ignite collaborations, and remind us that Malaysia's SME ecosystem is more vibrant and unstoppable than ever.

Together, let's continue to create, to collaborate, and to celebrate — because every story deserves to be told, and every success deserves to shine.

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Local Content



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Malaysia's
Innovative
Out-Of-Home
Advertising

NSTP
Malaysia's
Most
Prominent
Media
Platforms

DIGITAL
Malaysia's
Leading Digital
Media Group

MPA
Prima
Audio Effect

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media prima

**RANGKAIAN
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NSTP
a media prima company

BIG TREE

media prima audio

REV
MEDIA GROUP

LEADING THE WAY IN MEDIA AND BUSINESS SOLUTIONS



二零二五年中小企业白金奖

PLATINUM BUSINESS AWARDS 2025

LEADERSHIP • INTEGRATION • SUSTAINABILITY

THE MOST PRESTIGIOUS PLATINUM BUSINESS AWARDS IN MALAYSIA AND ASEAN REGION

The Platinum Business Awards (PBA), organized by the SME Association of Malaysia, has grown to become one of the nation's most prestigious and influential platforms for recognizing business excellence. Since its establishment, the Awards have stood as a testament to the remarkable contributions of small and medium enterprises, honoring their achievements while inspiring others to pursue higher standards of performance and innovation. Over the years, PBA has evolved into more than just an award—it has become a symbol of trust, resilience, and progress within Malaysia's business community.

For many enterprises, the Platinum Business Awards represent a powerful catalyst for growth. Beyond the recognition of success, they serve as a mark of credibility that strengthens corporate branding, enhances market visibility, and builds investor confidence. Winners often find themselves propelled toward broader opportunities, including business expansion and international collaborations. In this way, the Awards not only celebrate the success stories of today but also provide a launchpad for companies aspiring to scale greater heights tomorrow.



The 2025 edition of the Awards carries the theme Leadership, Integration, and Sustainability—a timely reflection of the values that drive lasting business success. This theme highlights the importance of strong and visionary leadership, the integration of talents and partnerships across industries, and the commitment to sustainable practices that safeguard the future. Together, these values form the foundation of a progressive business ecosystem where Malaysian enterprises can thrive both locally and globally.

At its core, the Platinum Business Awards is more than a recognition ceremony; it is a movement that encourages businesses to innovate, collaborate, and transform. By celebrating excellence and empowering enterprises to aim higher, the Awards play a vital role in shaping a competitive and sustainable economy for Malaysia. Each recognition is not only a celebration of individual achievement but also a collective step forward in strengthening the nation's position in the global marketplace.







PLATINUM BUSINESS AWARDS 2025



ACHIEVEMENT

PLATINUM

WINNER LIST

SME
MALAYSIA

PLATINUM

Heartiest Congratulations to the Winners

BUSINESS OUTSTANDING ACHIEVER AWARD



ANTHARAS HILLS SDN BHD



CONWAY TERMINALS MANUFACTURER SDN BHD



E-TECH IT SDN BHD



IFORTE INTELLIGENCE SDN BHD

PLATINUM ENTREPRENEUR AWARD



GOODWILL EVEREST SDN BHD



MANJIT SINGH SACHDEV, MOHAMMAD RADZI & PARTNERS

SME SUPPORTER AWARD



EASYCOVER.MY (POWERED BY
VKA WEALTH PLANNERS SDN. BHD)

INTERNATIONAL PLATINUM BUSINESS EXCELLENCE AWARD



CSX HOLDINGS SDN BHD



福建采控网络科技有限公司



INFOPRO SDN BHD



SPHERE LAW FIRM

SME BEST OVERALL AWARD



FARMIERA BERHAD



IVERSON ASSOCIATES SDN BHD



LOG IN SERVICES SDN BHD



M-CUBE ENGINEERING SDN BHD



PHP GROUP SDN BHD



TOP CLICK SDN BHD



TRI-JED BUILDERS SDN BHD



YIWUGOU (M) SDN BHD

Heartiest Congratulations to the Winners

SME ENVIRONMENTAL, SOCIAL, AND GOVERNANCE ADOPTION AWARD



ECOWAY CONCEPT SDN BHD



PINC TECHNOLOGY SDN BHD



UBBIM RESOURCES SDN BHD

SME PRODUCT EXCELLENCE AWARD



NATURAL BATIK VILLAGE SDN BHD



PROMAX AUTOMATIONS SDN. BHD



RMA SDN BHD

SME BRAND EXCELLENCE AWARD



BORNEO MORE SDN BHD



DELICIOUS CURRY HOUSE SDN BHD



DELUX HOLDINGS (M) SDN BHD



EDUVO SDN BHD



FISH MARKET SDN BHD



KS SECONDARY FIBRE SUPPLIER SDN BHD



MORNING ARCH SDN. BHD.



MR ACADEMY INTERNATIONAL SDN BHD



UNIQUE PALATE GROUP OF RESTAURANTS



YIT FOH COFFEE FACTORY SDN BHD

SME BUSINESS RESILIENCE AWARD



BE LOGISTICS SDN BHD



INNOTECH SOLUTION SDN BHD



SPRINT LOGISTICS (M) SDN BHD



WINTRONIC SDN BHD

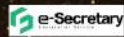
SME CORPORATE SOCIAL RESPONSIBILITY AWARD



YONG YU RESOURCES SDN BHD

Heartiest Congratulations to the Winners

SME ICT / DIGITALISATION AWARD



ESECRÉTARY SDN BHD



ESTREAM MSC SDN BHD- SQL ACCOUNT HQ



NOBEL INDUSTRIES SDN BHD



UBBIM RESOURCES SDN BHD

SME INNOVATION EXCELLENCE AWARD



BEST SEWING WORLD (M) SDN BHD



MAESTRO LABORATORIES SDN BHD



MORNING ARCH SDN. BHD.



PINC TECHNOLOGY SDN BHD



SWEET RENT SDN BHD



TECH AV CONCEPTS SDN.BHD

SME OUTSTANDING PROFESSIONAL SERVICES AWARD



CAPSTAR ADVISORY SDN BHD



COGNITIVE DIGITAL SDN BHD



FBE ENTERTAINMENT GROUP SDN BHD



FT CONSULTANCY & COACHING SDN BHD



GLOBAL HEMISPHERE GROUP SDN BHD



HARINI MANAGEMENT SERVICES SDN.BHD



HERNANCRES TAX CONSULTANCY SDN BHD



LEE CAN TEO & WONG



MANJIT SINGH SACHDEV, MOHAMMAD RADZI & PARTNERS



MR ACADEMY INTERNATIONAL SDN BHD



MYCA CORPORATE HUB SDN BHD



NG & CO



PAN KINETICS SDN BHD



RICHARD TEE & CHIN



UNITY KITCHEN (KL) SDN BHD



YEOW & SALLEH

Heartiest Congratulations to the Winners

SME RETAIL EXCELLENCE AWARD



VERY MART SDN. BHD.

SME RISING STAR AWARD



HORNBILL AGRICULTURE SDN BHD



INHOMESOLAR SDN. BHD.



LAWI ENGINEERING (M) SDN BHD



NINE OCEANIC GROUP SDN BHD



PRIMEX AUTO DETAILING SDN BHD



RENN ASIA WELLNESS



SWAN WEDDING SDN BHD



THE BEST SOLUTION MANAGEMENT SDN BHD

SME SERVICE SECTOR EXCELLENCE AWARD



CH SERVICES AND SOLUTIONS SDN BHD



COMONE EXPRESS (M) SDN BHD



KX CONSTRUCTION & PROJECT SDN BHD



TELECONTINENT SDN BHD



TOP CLICK SDN BHD

SME WOMEN ENTREPRENEURS' AWARD



CPY PETROL STATION (KERATONG) SDN BHD



JOAN PRETTY NAILS & SPA (M) SDN BHD



MTTC COLLEGE



THE BEST SOLUTION MANAGEMENT SDN BHD

SME YOUNG ENTREPRENEURS' AWARD



GOLINK SOLUTION SDN BHD



NJA BUSINESS SOLUTION SDN BHD



YONG YU RESOURCES SDN BHD



CONNECTION

PLATINUM

**BUSINESS
OUTSTANDING
ACHIEVER
AWARD**

SME 
MALAYSIA



ANTHARAS

Antharas Hills Sdn Bhd

ANTHARAS HILLS SDN BHD

**DATO' DR. TAN SU CHENG
KENNETH TEH**

DIRECTOR



Antharas Hills Sdn Bhd, co-founded by Kenneth Teh and Dato' Dr Tan Su Cheng, has grown from a bold vision into a trusted name in Malaysian property development. Guided by the principles of Leadership, Integration, and Sustainability, the company focuses on building developments that inspire communities while creating long-term value for stakeholders.

In 2017, the co-founders embarked on their property development journey with the launch of Antharas 1 in Genting Permai, a maiden luxury condominium project featuring three iconic towers and world-class amenities. Employing the latest property technologies such as facial recognition and intelligent elevators, the project reflects Antharas Hills Sdn Bhd's forward-thinking approach to modern living.



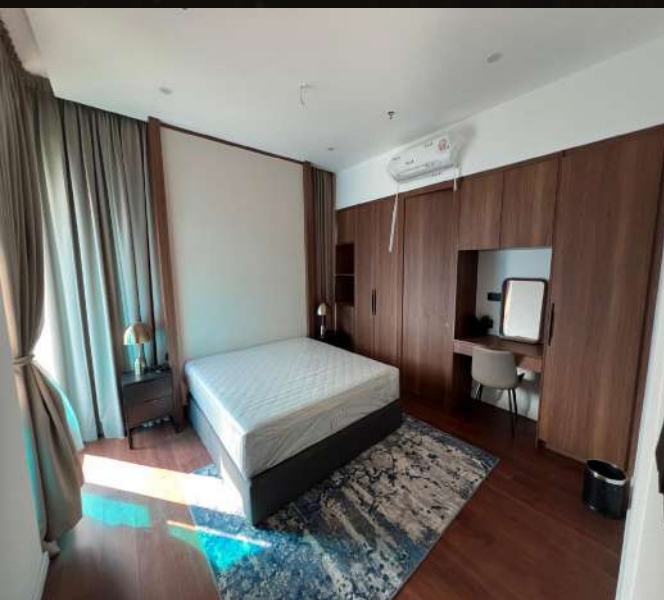


The journey has required resilience, foresight, and innovation. Navigating an ever-changing property market, Antharas has consistently delivered profitability and growth, supported by a strong management team and a commitment to sustainable practices. By embracing customer-centric strategies and aligning with global ESG principles, the company has ensured its projects remain relevant, competitive, and future-ready.

A defining milestone awaits in October 2025 with the delivery of the flagship Genting Permai project, marking both an achievement in execution and a celebration of the company's growing reputation.

Today, Antharas stands as a model of entrepreneurial growth and resilience. With solid foundations in place, the company is on track to become a household name in property development—synonymous with quality, innovation, and enduring value.

Beyond business, both co-founders share a passion for automobiles and community service. Kenneth Teh, a Board Member of the Ferrari Owners Club Malaysia since 2011, is active in charitable initiatives spanning disaster relief, education aid, and healthcare. Dato' Dr Tan Su Cheng, former President and current Board Member of the Ferrari Owners Club Malaysia, is a respected speaker on corporate image and interior design, with more than 100 media appearances across magazines, television, and radio. Their shared values of excellence, passion, and giving back to society continue to shape the vision and culture of Antharas.



CONWAY

Connecting Power

CONWAY TERMINALS MANUFACTURER SDN. BHD.

ALBERT TAN TIN YAU
MANAGING DIRECTOR



Founded in 1979, CONWAY Terminals Manufacturer Sdn. Bhd. has grown from a humble Malaysian enterprise into a trusted manufacturer and distributor of electrical connectors and cable accessories. Over four decades, CONWAY has become a recognised name in the power distribution industry, offering copper, aluminium, and bi-metal connectors for low and medium voltage applications. Today, the company also represents world-class brands in cable jointing and termination solutions, strengthening its role as a one-stop partner for utilities, contractors, and industrial players.



"Building expertise - Sharing knowledge to ensure safe, reliable, and efficient connections."



"Practical skills in action - equipping contractors with real-world solutions."

The company's enduring success is anchored in reliability, innovation, and service excellence. By investing in international product certifications, rigorous quality assurance, and compliance with utility standards, CONWAY consistently delivers solutions that ensure safety, reliability and efficiency. Its products are widely approved by Tenaga Nasional Berhad (TNB), with whom it has maintained a long-standing partnership.



"On-site reliability - trusted by TNB and various projects for safe and reliable installations."

Leadership has been instrumental in this journey. Since 2015, Managing Director Albert Tan Tin Yau has expanded CONWAY's horizons beyond manufacturing into distribution, services, and international collaborations. With a clear vision to establish the company as a market leader, he has championed a product-led growth strategy, secured global product certifications, advanced into the medium-voltage segment, and built export capacity. His leadership philosophy - emphasising people development, customer trust, and long-term sustainability has enabled CONWAY to balance growth with responsibility.



"CONWAY Hub - a symbol of resilience, innovation, and growth."

At the heart of this transformation is the CONWAY 4S Hub: Sales, Service, Spare Parts, and Solutions. This customer-focused model offers end-to-end convenience, ensuring clients have seamless access to reliable products, responsive technical support, readily available parts, and complete engineering solutions. The 4S Hub underscores CONWAY's role not only as a supplier, but also as a solutions partner—helping customers save time, reduce downtime, and enhance operational efficiency.



"One-stop reliability - demonstrating the strength of CONWAY's 4S Hub."



"Connecting with the industry - sharing insights and building trust."

Recent milestones include introducing mechanical connector solutions and bi-metallic termination technology, which promote cost efficiency and sustainability in electrical infrastructure. At the same time, CONWAY is investing in digitalisation and field services, providing additional layers of value for its clients.



"Driving innovation - engaging partners through collaboration and solutions."

Albert also contributes actively to the industry. As President of TEEAM (The Electrical & Electronics Association of Malaysia) for current term 2025-2027, he champions collaboration, member empowerment, and revitalisation of the association's national role. His dual role as entrepreneur and industry leader reflects his dedication to advancing both corporate success and sectoral progress.

Receiving the Platinum Business Award – Business Outstanding Achiever affirms CONWAY's resilience, innovation, and dedication. From a small local manufacturer to a nationally recognised achiever, CONWAY continues to aspire towards excellence, delivering safe, reliable, and efficient connections for Malaysia and beyond.



"The team behind the success - powering CONWAY's growth and national recognition."



E-TECH IT SDN BHD

KENNETH LING CHEE KIAT
MANAGING DIRECTOR

Corporate & Success Story – E-Tech IT Sdn Bhd Founded with a vision to deliver innovative ICT distribution and solutions, E-Tech IT Sdn Bhd has grown into one of Malaysia's trusted technology distributors, serving businesses across diverse industries with cutting-edge IT products, managed services, and end-to-end solutions. With a strong portfolio of world-leading brands including Lenovo, Dell, HP, Google, Edgecore, Jamf, Epson, Oki, Imago, eTerminal and Kinetic, E-Tech IT empowers enterprises to embrace digital transformation with confidence.

At the core of E-Tech IT Sdn Bhd's success is its customer-first philosophy. The company not only distributes hardware and software solutions but also provides value-added services such as customized IT solutions, project management, managed devices, and post-sales support, ensuring clients receive complete and sustainable business outcomes.

E-Tech IT Sdn Bhd's growth trajectory has been remarkable. From humble beginnings, the company has earned recognition through



numerous industry awards and accolades from global partners, including Top Growth REL Distributor from Lenovo (2025), Gold Partner of the Year from Dell (2024), Best 2024 Rising Star Distributor by Edgecore and recently, Excellence Award on Digital Enterprise Services for Smart Education by PIKOM. These achievements highlight E-Tech IT Sdn Bhd's commitment to excellence, innovation, and strong vendor partnerships.

Behind this success is a dedicated leadership team that combines industry expertise with entrepreneurial spirit. Guided by resilience, foresight, and a belief in long-term value creation, the management has nurtured E-Tech IT Sdn Bhd from a small distributor into a strategic ICT partner of choice. Their hands-on leadership style emphasizes people development, collaboration, and adaptability, fostering a culture where employees and partners thrive together. Beyond business growth, E-Tech IT Sdn Bhd is dedicated to building relationships—with customers, partners, and the wider business ecosystem. By actively participating in industry exhibitions, solution days, and collaborative platforms such as the Enterprise Talk series with Maxis, the company continues to strengthen its role as a trusted enabler of ICT adoption in Malaysia.

As E-Tech IT Sdn Bhd continues its journey, it remains committed to innovation, reliability, and excellence, ensuring its partners and customers are always equipped for success in a rapidly evolving digital era. The company's story is one of resilience, growth, and visionary leadership—qualities that embody the spirit of an Business Outstanding Achiever Award.





iFORTE INTELLIGENCE SDN BHD

NG CHIN KEONG
CHIEF EXECUTIVE OFFICER



Founded in 2002, iFORTE began as a HR Talent Acquisition provider. Fast forward today, 23 years later, iFORTE has grown into a trusted provider of an end-to-end HR solutions, specializing in Talent Acquisition, Workforce Managed Services, and Workforce BPO. Aligned with technological advancement, iFORTE scale up its services into Technology Managed Services outsourcing and became AI-Powered Digital Platforms provider.

With a deep understanding of workforce dynamics, iFORTE quickly earned the trust of clients seeking agility, reliability and scalable solutions in managing human capital and provides technology solutions. Today, iFORTE boast a talent database of over 40,000 professionals, serves more than 200 clients, and manages over RM150 million payroll annually.





Recognition followed swiftly. In 2018, iFORTE was awarded Gold for Best HR Outsourcing Service Provider. The accolades continued in 2019 with a second-place win in the prestigious Enterprise 50 Awards by SME Corp Malaysia and Deloitte, and a Certificate of Merit from The Star Outstanding Business Awards (SOBA). These honours reflected not only operational excellence but also the company's rising influence in Malaysia's SME landscape.



Between 2019 and 2024, iFORTE experienced rapid financial growth. Revenue rose from RM 23 million in 2019 to RM 75 million in 2024. This growth was fuelled by a strategic pivot toward digital transformation. In 2024, iFORTE launched Tech Managed Services, introducing iVie—an AI and Metaverse-powered HR platform—and began offering training in ESG, AI, and Digital Platform. That same year, the company achieved Malaysia Digital (MD) Status, reinforcing its commitment to innovation.



In 2025, iFORTE became the official platform partner of ESGAM, delivering ESGAMConnect—an AI-powered ESG platform designed to help Malaysian SMEs adopt and comply with ESG standards. The platform offers intelligent ESG guidance, access to solution providers, training modules, and financing opportunities, empowering businesses to thrive in sustainable, future-ready supply chains.

Today, iFORTE stands as a multi-award-winning company, trusted by over 200 clients. Its journey from a boutique HR firm to a tech-enabled workforce leader is a testament to vision, perseverance, and the power of transformation.





DILIGENCE

PLATINUM

PLATINUM ENTREPRENEUR AWARD

SME 
MALAYSIA



GOODWILL EVEREST SDN BHD

ISABELLE NAH JIE YING
DIRECTOR



Goodwill Everest Sdn Bhd (GWE), founded by Ms. Isabelle Nah, has grown into one of Malaysia's foremost food packaging solution providers. Since going into full swing in 2015, the company has redefined the disposable packaging industry with a strong focus on innovation, sustainability, and entrepreneurial excellence.

From its early beginnings in a modest double-storey shop house, GWE has scaled into a powerhouse with an 80,000 square foot digitalized warehouse today. This state-of-the-art facility is complemented by an advanced online digital procurement system, enabling clients nationwide to access streamlined ordering, real-time inventory, and efficient delivery solutions — a true reflection of GWE's commitment to modernization and service excellence.

Today, GWE proudly supplies nearly 70% of Malaysia's franchise F&B market, providing trusted, eco-conscious solutions to meet the needs of a fast-growing sector. With its forward-looking strategy, the Group is now on track to achieve RM100 million in sales by 2025, marking a defining milestone in its journey.

The SME Platinum Entrepreneur Award is a recognition of this story — one that reflects not only financial achievement but also the company's wider mission of driving innovation, sustainability, and social impact.



Under the leadership of Ms. Isabelle Nah, GWE has built the GWE Ecosystem, extending its reach far beyond packaging:

Green Packaging Leadership

pioneering PLA-coated, compostable, and aqueous-based paper solutions.

BeeX Food Delivery

a Malaysian-owned fair commission platform empowering merchants and riders.

Raw Material Partnerships

strengthening Malaysia's supply chain with sustainable, globally sourced materials.

B40 Micro-Entrepreneurship Program

working hand in hand with government to empower households, cooperatives, and women entrepreneurs with income-generating opportunities.

CSR & ESG Commitments

Community recycling initiatives and awareness programs for a greener society.



Guided by the brand promise, "Beyond Innovation, Constant Performance," GWE continues to set new benchmarks in the industry. Every milestone from humble shop house beginnings to becoming a digitalized industry leader — reflects a commitment to performance, progress, and purpose.

This award is dedicated to our employees, clients, and partners who have stood with us. Together, we celebrate entrepreneurial excellence and a shared vision for a greener, more inclusive Malaysia





Manjit Singh Sachdev,
Mohammad Radzi
& Partners

MANJIT SINGH SACHDEV, MOHAMMAD RADZI & PARTNERS

DATO' DR. MANJIT SINGH SACHDEV
FOUNDING PARTNER

With an illustrious career spanning nearly five decades, Dato' Dr Manjit Singh Sachdev stands as a towering figure in the Malaysian legal fraternity. Over 49 years of distinguished practice, he has cultivated extensive expertise across multifarious areas of law, including Corporate and Commercial, Civil and Criminal Litigation, Conveyancing & Real Estate Law, Employment & Labour Law, Family Law, Intellectual Property, Banking & Financial Services and Taxation Law. His versatility, profound legal acumen, and unwavering dedication have established him not only as a trusted advisor but also as an influential leader in the profession.

As the visionary Founding Partner of Messrs Manjit Singh Sachdev, Mohammad Radzi & Partners, Dato' Dr Manjit Singh Sachdev has overseen its remarkable transformation from a modest team



of five lawyers into one of the most dynamic legal practices, now comprising over 75 lawyers and more than 260 dedicated staff with 6 branches across the nation. Under his stewardship, the firm has earned its reputation as a one-stop centre for comprehensive legal services, offering clients end-to-end advisory support ranging from corporate and listing services to project development, regulatory compliance, and dispute resolution.

Over the last few decades, Dato' Dr Manjit Singh Sachdev has also served as trusted legal advisor to numerous professional bodies, trade associations, and non-profit organisations across Malaysia. His counsel has guided these associations in governance, regulatory compliance, dispute resolution, and strategic decision-making, enabling them to grow, protect their interests, and strengthen their contributions to the nation. His role in this sphere reflects not only his legal mastery but also his dedication to supporting institutions that shape industries and communities.

What sets Dato' Dr Manjit Singh Sachdev apart is his steadfast commitment to excellence and his client-first philosophy. His humility, integrity, and tireless work ethic have won him the confidence of clients and peers alike, resulting in a robust referral base and long-standing professional relationships. Beyond technical mastery, he is recognised for his pragmatic approach—providing solutions that are not only legally sound but also strategically aligned with clients' business objectives.

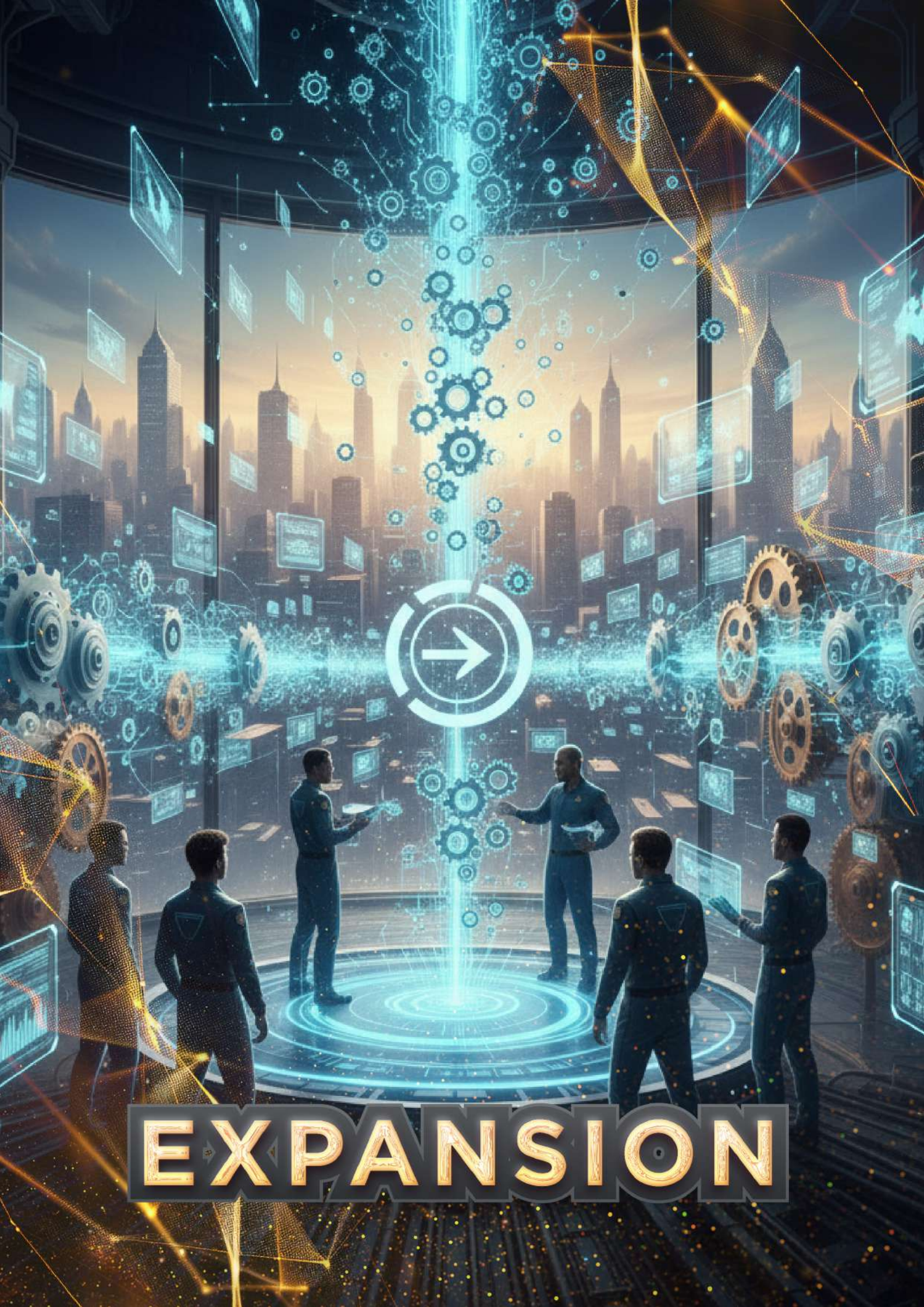
A compassionate and inspiring leader, Dato' Dr Manjit Singh Sachdev places great emphasis on nurturing talent within the firm. He has cultivated a culture of teamwork, mentorship, and continuous professional development, ensuring that future generations of lawyers are equipped with the skills, discipline, and ethical compass to excel. His focus on employee wellbeing and productivity has translated into a motivated, high-performing team that embodies the values of diligence, collaboration, and service.

Equally, Dato' Dr Manjit Singh Sachdev's legacy extends beyond the courtroom and boardroom. Deeply committed to giving back to society, he has spearheaded the firm's philanthropic efforts, which include supporting free medical clinics, orphanages, churches, and senior citizens'



centres. His dedication to community service underscores his belief that the law is not merely a profession but a calling to uplift and serve others.

Through his extraordinary career, Dato' Dr Manjit Singh Sachdev has not only built a thriving law firm but also shaped the legal landscape with his integrity, foresight, and compassion. His contributions continue to inspire both his colleagues and the wider community, solidifying his standing as a true luminary of the profession.



EXPANSION

PLATINUMUM

SUPPORTER AWARD

SME 
MALAYSIA



easycover.my

EASYCOVER.MY (POWERED BY VKA WEALTH PLANNERS SDN BHD)

DATO' JAVERN LIM
*DPNS, GROUP MANAGING
DIRECTOR*

JAYDEN CHUAH
CHIEF INSURTECH OFFICER



easycover.my, Digital Insurance Made Simple

Launched by VKA Wealth Planners Sdn Bhd (VKA), easycover.my is Malaysia's first digital insurance platform created specifically for MSMEs — offering affordable coverage, streamlined HR tools, and a secure path to financial protection for teams as small as three.

In a bold move to make insurance more accessible to Malaysia's MSMEs, easycover.my entered the market last year as the country's first digital insurance platform tailored specifically for smaller businesses.

Developed by VKA, one of Malaysia's leading financial planning firms, the platform addresses a longstanding gap in the market — providing affordable, inclusive protection for MSMEs with as few as three employees.





Founded in 2003, VKA is licensed by the Securities Commission Malaysia under the Capital Markets and Services Act 2007, and approved by Bank Negara Malaysia (BNM) under both the Financial Services Act 2013 (FSA) and Islamic Financial Services Act 2013 (IFSA).

Raising the Bar

Traditionally, group insurance policies in Malaysia have imposed high entry barriers, often requiring a minimum of 10 employees — a challenge for many MSMEs businesses.



easycover.my disrupts this model by lowering the threshold to just three employees, making it significantly easier for even the smallest of teams to access quality protection.

The platform offers:

- Coverage from as few as 3 employees
- Guaranteed acceptance (subject to terms and eligibility)
- Premiums from as low as RM2 per day per employee
- Free built-in HR tools including a claims tracker, leave management system and insurance dashboard



This integrated digital solution is not only user-friendly but also streamlines administrative tasks for business owners, especially those without dedicated HR or finance teams.

Officially Certified as Malaysia Digital Status





FLEXIBILITY

PLATINUM

**INTERNATIONAL
PLATINUM BUSINESS
EXCELLENCE
AWARD**

SME 
MALAYSIA



THE ARU HOTEL

PINSTAY⁺

CSX HOLDINGS SDN BHD

MR TSAO, YU-HSIANG
GROUP CHAIRMAN



CSX Holdings: Beyond Real Estate, Into Experiences

Founded by Mr. Charles Tsao and Mr. Anson Ng, CSX Holdings has grown from a strong foundation in real estate and asset management into a diversified group with ventures in hospitality and logistics. With more than 200 units valued at MYR200million, CSX continues to craft value where people live, work, and travel.

But it is the hospitality arm, managed by Ayuhaus, that is bringing Sabah's charm to life through curated stays designed for today's travelers.

CSX Hospitality by Ayuhaus

Where You Stay Shapes How You Travel

Cotton Houz (KK Times Square)

At the city's pulse—steps from Imago Shopping Mall and minutes from Jesselton Point Pier, gateway to the islands of Tunku Abdul Rahman Marine Park. Ideal for city explorers, families, and island-hoppers.

The Aru Hotel (Aru Suites)

A 10-minute walk to Tanjung Aru Beach, famed for its world-class sunsets. Close to Tanjung Aru Perdana Park for evening light shows and under 5km to Kota Kinabalu city center. A blend of beach bliss and urban convenience.





Kivana Hotel (Vetro 11)

Surrounded by culture—walk to the Sabah State Museum & Heritage Village, or explore nearby Sabah Art Gallery. Great for short business trips with easy city access, yet minutes from history and heritage.

Bay Suites (Likas)

Overlooking the bay, with an infinity pool and stylish suites. Nearby attractions include the Likas City Mosque, Suria Sabah Mall, and Signal Hill Observatory Tower for sweeping city views. A chic choice for longer stays.

Sutera Bay (Sadong Jaya)

Centrally located—just 1.1 miles to the Sabah State Mosque, 2.5 miles to the airport, and a short drive to Gaya Street and the lively night market. Family-friendly with kitchenettes and poolside relaxation.

My Arcadia Chalets(Mount Kinabalu Plateau)

A cool mountain escape at 1,500m above sea level, within a golf club area. Close to Kinabalu Park (UNESCO site), the Botanical Garden, and Poring Hot Springs. Perfect for stargazing nights, misty mornings, and quiet family retreats surrounded by streams and pine-scented air.

From sunset beaches to mountain trails, city lights to infinity pools, CSX Hospitality by Ayuhouz curates stays that connect comfort with the very best of Sabah's attractions—each one designed to make your journey unforgettable.





福建采控网络科技有限公司

LIN KAI 董事长林凯先生
CHIEF EXECUTIVE OFFICER

Fujian Caikong Network Technology Co., Ltd. is a platform-based enterprise specializing in intelligent industrial products trading. Founder and Chairman Lin Kai first entered the industrial products sector in 2003. After accumulating 13 years of trading experience, he established Caikong Network in 2016. The company independently developed an AI-driven MRO trading platform. Its proprietary "Rapid Pooled Procurement" technology automates order aggregation and precise matching, streamlining the traditional procurement process from 7 steps down to just 1. This helps manufacturing enterprises reduce procurement costs by 15% and improve efficiency by 50%.

On August 1, 2025, the company successfully held its office relocation ceremony and ninth-anniversary celebration, marking its entry into a new phase of development. Currently, the



platform serves over 6,000 manufacturing enterprises across 30 provinces in China. In 2024, it achieved a revenue of RMB 660 million, with a compound annual growth rate (CAGR) of 225%. The company secretly submitted its draft registration statement to the U.S. SEC in June 2025 and is expected to list on Nasdaq in 2026.

Driven by its vision to “Enable Automated Global Industrial Products Trading,” Caikong Network continuously innovates to build foundational





INFOPRO SDN BHD

MR. CHUAH WAN PIN
CHIEF EXECUTIVE OFFICER



Founded in 1987 headquartered in Kuala Lumpur, INFOPRO is a global banking solutions provider with 38 years of uninterrupted profitability and zero debt. Its award-winning AI digital banking system leverages world-class technologies and best practices to deliver next-generation solutions that support financial institutions in their digital transformation journeys and services. INFOPRO is a private exempt company with 100% Malaysian directors and shareholders. Total staff force is approximately 300 as of today with a relatively flat organization structure that promotes agility, flexibility, teamwork and innovation culture.

The company has subsidiary offices in Singapore, China and UAE with representative offices in the Philippines, Indonesia, Cambodia, Thailand and Ghana. Average 80% of total revenue comes from export, contributed more than RM500 million foreign exchange for Malaysia.

INFOPRO specializes in the development, implementation and maintenance of mission critical banking systems. Our flagship product, widely known as eICBA™ System, is a renowned award-winning banking system designed to meet the demands of today's financial institutions. It offers a gamut of solutions ranging from Conventional Banking, Islamic Banking, Digital Banking, Business Analytics to Omni-Channel solutions. In addition, INFOPRO also provide advisory and consultancy services to global banks.



INFOPRO embraces leading technologies and world-class banking practices in the development of our banking systems, invested more than RM500 million and continue to innovate every year – reinvesting on average 25% of our annual revenue in R&D. The system runs on all open system platforms and offers most comprehensive, innovative and secured banking best practices in line with the latest industry trend and statutory requirements.



As the financial services industry transformed to meet the needs of more digital-centric consumers, INFOPRO built and deployed highly configurable digital solutions that facilitated the creation and launching of new innovative financial products very quickly. This includes a fully developed digital omni-channel suite and platform that enable financial institutions to transform easily to a full digital bank model or continue to operate as a hybrid model. INFOPRO has been a key technology partner with local and overseas banks to facilitate their digital transformation not just locally, but internationally as well.



INFOPRO's products have been embedded with the tools and technologies to enable financial service providers to leverage on customer insight, data analysis, artificial intelligence, automation and cloud technologies. INFOPRO's latest AI-driven Digital Banking platform is a new generation of digital banking solutions equipped with these technology enablers.





スフィア法律事務所
SPHERE LAW FIRM

SPHERE LAW FIRM

KOICHI KOBORI
LAWYER & MULTI-BUSINESS OWNER

Koichi Kobori has built extensive legal and business experience across Tokyo, Beijing, Shanghai, Hong Kong, and Yangon, while cultivating strong relationships with leaders in politics, business, culture, and sports. Today, almost all of his clientele are investors who are also business leaders, and he himself actively invests in and manages multiple companies.

His management philosophy is rooted in serving the global affluent class, with expertise spanning industries from cutting-edge innovation to those fundamental to human well-being, such as beauty and health. Leveraging his extensive network, he provides clients with end-to-end guidance—from identifying promising investment opportunities and conducting due diligence to supporting the subsequent stages of corporate management.



Currently, Koichi Kobori's activities are focused on offices in Tokyo, Okinawa, Guangzhou, and Taiwan, with active expansion into Southeast Asia—particularly Malaysia and Singapore—underway. Looking further ahead, he continues to seek exceptional partners with whom to pioneer the next global frontier.

"I had the privilege of meeting and dining with football legends—including Zico, widely known as the 'God of Football,' also along with Ronaldinho and Hidetoshi Nakata—on the occasion of an international friendly match."

"I spearheaded an investment tour in Oita Prefecture, Japan, through a unique partnership with Oita Trinita—the region's professional football club—and UBS, one of the world's leading financial institutions.

Going forward, I intend to broaden these initiatives by curating investment tours that highlight Japanese enterprises and real estate opportunities."

"I am proud to sponsor Taiwan Futuro, a professional football club in Taiwan.

Moving forward, I aim to deepen collaborations with Japanese corporations and football clubs, while continuing to support Taiwan Futuro's growth and achievements."

"I have been honored to support the overseas expansion of "Shinjō-kun," the official mascot of Susaki City in Kōchi Prefecture, Japan.

Today, Shinjō-kun is extending its presence across Mainland China and Taiwan, with plans to further grow into Southeast Asia, particularly Malaysia and Singapore."

"I have invested in an NFT gaming venture and serve as an Outside Director.

The Philippines and Thailand collectively represent nearly half of the global NFT gaming market.

Looking ahead, as key opinion leaders and digital creators across multiple countries drive expansion across borders, I am committed to further advancing my professional endeavors in this rapidly evolving sector."





INTEGRATION

PLATINUM

BEST OVERALL AWARD

SME 
MALAYSIA



FARMIERA BERHAD

SIMON HONG HOW SENG
*MANAGING DIRECTOR & CHIEF
EXECUTIVE OFFICER*

About Farmiera Berhad

Farmiera Berhad ("Farmiera" or the "Group") is one of the leading providers of high-quality poultry within Malaysia's food supply chain. Since its establishment in 2013, Farmiera has built a strong presence across the poultry value chain, encompassing both poultry farming and poultry processing activities.

Farmiera's fully integrated business model provides end-to-end control over its operations, covering the entire production cycle, from raising day-old chicks to slaughtering and distributing both live poultry and raw poultry products. The Group currently operates 15 of its own broiler farms and engages 44 contract farms in Selangor, Negeri Sembilan, Perak, Pahang and Melaka.

In addition, the Group operates 2 HALAL-certified processing plants in Ipoh, Perak and Lukut, Negeri Sembilan. Its customer base includes wholesalers and retailers throughout Malaysia.

Farmiera is committed to upholding the highest standards of product quality and safety across its operations. Its processing facilities have obtained HALAL certification from Jabatan Kemajuan Islam

Malaysia (JAKIM), ensuring that all raw poultry products are processed in accordance with HALAL principles. Both plants are certified under the Makanan Selamat Tanggungjawab Industri (MeSTI) scheme.

Farmiera is currently undertaking an initial public offering (IPO) in conjunction with its proposed listing on the ACE Market of Bursa Malaysia Securities Berhad.

For more information, please log on to <https://www.farmiera.com/>.



LEADERSHIP • INTEGRATION • SUSTAINABILITY



IVERSON ASSOCIATES SDN BHD

DR. YAP CHEE SING
MANAGING DIRECTOR



Established in 1994, Iverson Associates Sdn Bhd is the most established and the most reputable professional IT training provider in Malaysia. Our vision is to be the leader in professional IT training in ASEAN, building a better future for our customers, staff and shareholders. Our missions are to provide IT professionals with the training they need to perform their jobs better and advance in their careers, and to assist organizations to maximize their return on technology investment through education and training that enable their employees to make the best use of the technology.

In 2004, Iverson faced one of its greatest challenges when Dr. Yap Chee Sing took the helm during a time of financial turmoil. Although the company had paid-up capital, it was technically bankrupt. With determination and vision, Dr. Yap introduced bold measures—tightening cost controls, restructuring the organization, and fortifying the sales team. Within just two years, his leadership transformed Iverson into a revitalized, resilient, and high-performing company.

Today, Iverson Associates is a trusted partner to corporations and government agencies alike, delivering cutting-edge digital skills and globally recognized certifications. With three decades of

proven expertise, deep industry partnerships, and an unwavering commitment to excellence, Iverson continues to play a pivotal role in advancing workforce capabilities and enabling digital transformation—supporting Malaysia's journey towards becoming a high-income digital nation.





LOG IN SERVICES SDN BHD

LEE KOK FOOK
CUSTOMER FULFILMENT DIRECTOR
BEST OVERALL CALL CENTRE
OUTSOURCING PROVIDER

Log In Services Sdn Bhd is a trusted outsourcing partner with over a decade of proven expertise in delivering contact center and customer management solutions. Established under the Wingo Starr Group, the company has grown to become one of Malaysia's most reliable providers for SMEs, corporate enterprises, and leading industry brands.

Our core strength lies in managing large-scale telesales and customer fulfillment operations, where we combine people, process, and technology to consistently meet and exceed KPIs. With more than 500 agents under management, Log In Services has successfully supported nationwide campaigns for SMEs, cooperatives, insurers, telecommunications companies, and enterprises across diverse sectors.

The company is ISO 27001 and ISO 9001 certified, ensuring that every engagement adheres to strict data security, compliance, and quality assurance frameworks. This focus on governance and excellence has earned Log In Services long-standing partnerships with organizations that rely on us to drive growth, enhance customer experience, and strengthen loyalty.

Our journey of success is anchored by innovation and adaptability. From implementing advanced dialer solutions and cloud telephony, to integrating AI-driven analytics for performance optimization, Log In Services has continuously evolved to meet industry demands. We specialize in outbound telesales, inbound customer

care, and retention programs, delivering measurable outcomes such as higher contactability, improved conversion rates, and reduced churn.

At the heart of this success are two visionary leaders: Founder Dr. Moses Wong and Customer Fulfilment Director, Mr. Lee Kok Fook. Dr. Wong's entrepreneurial drive and foresight laid the foundation for Log In Services, steering the company through transformation phases and positioning it as a reliable outsourcing partner for SMEs and large enterprises alike. Meanwhile, Mr. Lee, with more than 20 years of industry experience, has been instrumental in shaping the company into a high-performance organization. His ability to design winning strategies, motivate teams, and foster strong client relationships has positioned Log In Services as a leader in customer engagement outsourcing.

Our success story is not only about numbers—it is about empowering people. We invest heavily in agent training, career progression, and creating a culture of accountability and excellence. By doing so, we ensure that our team members are not only skilled, but also motivated to deliver service experiences that leave a lasting impact on customers.

Looking ahead, Log In Services Sdn Bhd is committed to driving further innovation in the outsourcing industry, empowering SMEs, and shaping the future of customer experience management in Malaysia and the region.



M-CUBE ENGINEERING SDN BHD

CHEW KOK LEE
EXECUTIVE DIRECTOR



M-Cube Engineering: A Legacy of Clean Air and Healthy Futures

M-Cube Engineering Sdn Bhd, a leading specialist in Air Conditioning & Mechanical Ventilation (ACMV) and Indoor Air Quality (IAQ), has been on a steadfast mission since its inception in 2003: to provide innovative solutions for “Clean Air, Healthy Future.” Founded by a group of forward-thinking engineers, the company has grown over two decades to become a trusted partner in critical sectors, including healthcare, life sciences, and commercial and government buildings. M-Cube’s journey is defined by a relentless pursuit of excellence and a deep-seated belief that superior air quality is not a luxury, but a fundamental necessity for well-being.

Our success is rooted in a comprehensive strategy centered on innovation, customization, and sustainability, all underpinned by our commitment to global standards. M-Cube is proud to be ISO 9001 (Quality Management), ISO 14001 (Environmental Management), and ISO 45001 (Occupational Health and Safety) certified, which ensures our processes are aligned with the highest levels of quality, environmental responsibility, and safety.

We go beyond conventional solutions, leveraging technology like our Computerised Maintenance Management System (CMMS) to optimize efficiency and provide proactive maintenance. This technological edge, combined with strategic partnerships with industry leaders, enables us to deliver bespoke, high-quality

services that not only prolong the life of our clients’ systems but also enhance energy efficiency and occupant health. Our dedication to ongoing staff training and customer education ensures that our team remains at the forefront of industry advancements, building lasting relationships based on trust and expertise.

The company’s most profound measure of success lies in the trust and confidence of our clients. With over 90% of our business generated through referrals, the satisfaction of our customers speaks volumes. Their testimonials often praise our team’s profound knowledge, efficiency, and unwavering professionalism, which have been pivotal in resolving issues promptly and saving both time and money. This commitment to service excellence is a core part of our corporate values and a key reason for our strong market position.

Beyond our business operations, M-Cube’s corporate journey is also a story of social responsibility. We believe that a successful company must give back to the community that supports it. Through our various Corporate Social Responsibility (CSR) programs, such as providing flood relief aid and donating chemical cleaning services to organizations like Ronald McDonald House, we reinforce our mission to improve the lives of those around us. This nomination for the Platinum Business Award is a testament to our enduring commitment to excellence—a commitment that extends from the quality of our services to the health of our community.



PHP GROUP SDN BHD

RANDY WONG YONG FATT
LIM WEI KUAN
SIM KIM LENG
MANAGING DIRECTORS

FitArch: Building a Strong Foundation for Every Step

Founded in 2009, FitArch is a Malaysian brand dedicated to promoting healthy foot arches and overall body alignment. What began as a mission to raise awareness about the importance of foot structure has grown into a network of branches across Malaysia, serving people of all ages who seek relief from pain, improved posture, and better mobility. Over the past 16 years, FitArch has earned the trust of thousands of customers by combining scientific expertise with a personalized approach to care.

At the heart of FitArch's mission is the belief that healthy feet create a healthier life. Many modern individuals experience issues such as flat feet, collapsed arches, knee discomfort, and spinal misalignment—often associated with factors like long hours of standing, walking, congenital traits, or poor posture. To address these challenges, FitArch provides custom orthotic insoles and detailed foot evaluations, ensuring that every solution is tailored to the unique structure and needs of each individual. This commitment to precision not only restores comfort but also supports balance, stability, and long-term body alignment.

Education and awareness play a key role in FitArch's growth. Beyond serving customers in its service centers, the company actively conducts foot health awareness programs in schools and public events, empowering communities to recognize early signs of foot-related issues and take preventive action.

Collaborations with respected institutions further strengthen the brand's credibility and drive innovation. Through its Partnership with Industry programme with IMU University, FitArch engages in workshops, career development initiatives, and the exchange of advanced research materials, fostering groundbreaking insights and contributing to significant advancements in foot health education.

To ensure lasting results, FitArch also provides professional assessments and ongoing follow-up care, offering customers continuous guidance and support throughout their journey to better foot health. Guided by the motto "Fit Your Arch, Change Your Life," the brand continues to empower children, active individuals, and seniors to move with confidence and freedom.

Today, FitArch remains committed to its mission of creating healthier lives through better foot care, ensuring that every step forward is supported by a solid foundation of health and balance.





TOP CLICK

TOP CLICK SDN BHD

MR ADRIAN TAN
GROUP CHAIRMAN

In the dynamic digital economy of Southeast Asia, Top Click Sdn Bhd has become a pivotal force for business transformation. Since its founding in 2019, the company has established itself as a leading digitalisation enabler in Malaysia, dedicated to ensuring its clients stay competitive in the fast-evolving digital landscape. Its rapid expansion is a direct result of its success in fostering tangible online growth for its partners.

At the core of Top Click's strategy is its flagship service, Total Digitalisation Outsourcing (TDO). This innovative model provides businesses with a comprehensive, end-to-end solution for their entire digital presence. TDO covers everything from initial store setup and marketing strategies to daily operations and customer service, all managed seamlessly across omnichannel platforms like Shopee, Lazada, and TikTok. The impact of this approach is profound: Top Click has successfully digitalised over 4,000 SMEs and provides long-term managed services to more than 100 key local and international brands.

This digital growth is engineered through a powerful combination of advanced technology and data-driven strategy. Top Click leverages a sophisticated technology stack to unlock

opportunities for its clients. Its 360-degree Big Data Analysis provides deep market and competitor insights, ensuring client strategies are always in-trend and optimized to maximize sales returns. Meanwhile, its Smart Inventory Management technology offers worry-free, real-time tracking, empowering businesses with the operational efficiency needed to scale.

This technological advantage is wielded by a growing team of "dynamic digitalisation experts," which expanded from just 2 staff in 2019 to 90 in 2025. This expertise has earned Top Click significant trust within the industry. The company is an awarded Key Strategic Partner by reputable platforms like Shopee and Lazada and an Approved Technology Supplier for key government agencies, including MDEC and MATRADE. As Top Click continues its journey, its focus remains fixed on empowering businesses to achieve sustainable digital growth.



TRI-JED BUILDERS SDN BHD

ALVIN BONG YONG ZHI
MANAGING DIRECTOR



Tri-Jed Builders Sdn Bhd (TJB) – Building Spaces,
Creating Experiences

Founded in 2010 by Alvin Bong, Tri-Jed Builders Sdn Bhd (TJB) has grown into one of Malaysia's trusted names in the Interior Fit-Out industry, specializing in F&B, restaurant, commercial, and retail projects. What began as Alvin's vision to build a company that champions quality and reliability has today become a respected partner to businesses across the country.

TJB's strength lies in its ability to build with excellence. Under Alvin's leadership, the company works closely with architects and designers, bringing creative ideas to life through precise execution and uncompromising standards. Every project—whether a bustling café, a flagship retail store, or a commercial office—is completed with meticulous workmanship, functionality, and detail.

What sets TJB apart is its reliability and resilience, values instilled by its founder from day one. Over the years, the company has earned a reputation for on-time delivery and cost efficiency, qualities that have built lasting trust with clients.

Many businesses continue to return to TJB for subsequent projects, a reflection of both the company's consistency and Alvin's dedication to long-term partnerships.

The company's success story is also one of adaptability. Guided by Alvin's belief in continuous improvement, TJB embraces new building methods, materials, and technologies while upholding traditional values of craftsmanship. This balance of innovation and discipline has enabled the company to thrive even in challenging business environments.

Recognition by the SME Platinum Business Awards is a proud milestone for both Alvin and TJB. It affirms their role as a builder that not only delivers spaces but also contributes to shaping Malaysia's F&B, retail, and commercial landscape. For TJB, building is more than construction—it is about creating spaces that foster experiences, growth, and legacies.



YIWUGOU (M) SDN BHD

DATO' SOO BOON MENG
MANAGING DIRECTOR

Dato' Soo Boon Meng was just a young man stepping into the Yiwu market decades ago; today, he is one of the market leaders in steering the cross-border logistics and e-commerce ecosystem.

In 2000, Dato' Soo Boon Meng first set foot in Yiwu, China, and was deeply captivated by the world's largest commodities market. At that moment, he saw endless possibilities of cross-border trade. He decisively ventured into the import and export industry with firm conviction.

In 2004, with the spirit of courage and determination, he returned to Malaysia and started venture into customs brokerage and freight forwarding services. From there Dato' Soo gradually laid the foundation of his own logistics network.

Five years later, Dato' Soo keenly seized the growth trend of cross-border trade and successfully expanded the business network into sea freight, air freight, and one-stop customs clearance services. In 2014, he founded Yiwugou (M) Sdn Bhd, focusing on China–Malaysia logistics, making cross-border trade easier for

countless businesses. The company was granted courier and integrated logistics licenses by the Malaysian government in 2016 with integrity and strength, marking its full entry into a new stage of scaling up and professionalization.

Yet, Dato' Soo did not stop there. In 2017, he established Yiwugou Ecommerce Sdn Bhd, Malaysia's largest online wholesale marketplace. In 2021, he further launched IDFC Group Sdn Bhd, extending services to product assembly, warehousing, and order fulfillment—creating an integrated e-commerce and logistics ecosystem.

Today, Dato' Soo Boon Meng is not only a logistics expert but also an important leader for China–Malaysia trade. His story reflects the very trajectory of the industry's development.



SOCIAL RESPONSIBILITY

PLATINUMUM

**ENVIRONMENTAL,
SOCIAL, AND
GOVERNANCE
ADOPTION AWARD**





Ecoway Concept Sdn Bhd

ECOWAY CONCEPT SDN BHD

JAY CHOONG
MANAGING DIRECTOR

ANGEL GOH
EXECUTIVE DIRECTOR



Jay Choong, our Principal, has spent over 16 years in the construction industry. In that time, he has seen one issue repeat itself again and again — waterproofing systems that fail too soon. Buildings across Malaysia face the same story: leaks return, walls get damaged, and owners end up spending more money on repairs than they should.

For Jay, it wasn't just about the cost. Every time a waterproofing system fails, it creates waste — broken materials, extra labor, and unnecessary use of resources. Traditional methods also rely on chemicals that don't last long in our tropical weather, and when they break down, they contribute to more waste and environmental impact. Watching this cycle, Jay realized that the real problem was not just poor workmanship, but the lack of durable and sustainable solutions.

Determined to change this, Jay introduced next-generation European technology to Malaysia — a waterproofing system built for speed, strength, and long-lasting results. While it is solvent-based, its real advantage is durability. Instead of repairing the same leak every few years, this system is designed to last up to 10 years with warranty, cutting down repeated jobs and reducing the waste that comes with them. Faster curing times also mean less disruption for clients and less energy used during application.

This wasn't just a business decision; it became part of the company's purpose. Under Jay's leadership, Ecoway shifted from being just a contractor to becoming a sustainability-driven partner for our clients. The goal is simple: deliver waterproofing solutions that protect buildings longer, save money in the long run, and reduce environmental impact at the same time.

Today, Ecoway proudly carries a clear vision:

"To make every repaired structure a symbol of sustainability — creating a future where buildings are protected, people feel peace of mind, and the planet is preserved."

At Ecoway, we don't just fix buildings. We restore trust, protect people, and care for the Earth.

Jay's journey proves that innovation and responsibility can go hand in hand. For him, waterproofing is not just about keeping buildings dry — it's about leaving a positive legacy. His story shows what ESG leadership truly means: questioning the old ways, creating better solutions, and protecting the communities and environment we all share.



PINC

PINC TECHNOLOGY SDN BHD

JOSEF WONG MING CHONG
MANAGING DIRECTOR

Founded in 2010, PINC Technology Sdn Bhd has grown from a small trading company into a leading Malaysian system integrator, service provider, and software house. We deliver maritime intelligence, telemetry, AI, IoT, Big Data, and ESG-driven solutions that help industries operate more safely, efficiently, and sustainably.

Our guiding principle, “Take Local, Make Global,” defines how we innovate. We design with local insight, elevate with global collaboration, and deliver solutions that balance commercial success with societal and environmental impact.

From maritime domain telemetries to carbon emission monitoring platforms, our technologies enable businesses to reduce emissions, improve compliance, and unlock operational efficiency. The measurable outcomes—lower costs, safer navigation, and greener operations—showcase how purposeful innovation creates lasting value.

What sets us apart is our belief that technology is not just about systems, but about people, ecosystems, and purpose. By co-creating with clients and partners, we build user-centric, scalable, and future-ready solutions that empower industries to thrive in a digital and green economy.

Our success is powered by our dedicated team of developers, data scientists, and innovators who have proven that Malaysian-born solutions can make global impact.

Looking ahead, PINC Technology remains committed to pioneering innovations that drive digital transformation, champion sustainability, and shape a smarter, greener future.







UBBIM RESOURCES SDN BHD

PMr. JESU DASS MUTHU
MANAGING DIRECTOR

PMr. Jesu Dass Muthu, ANS, PMC is a highly accomplished construction project management professional with more than three decades of experience in successfully delivering complex projects across the commercial, industrial, and environmental sectors. He is a Chartered Building Engineer (UK) and holds an M.Sc. in Construction (Project) Management from Heriot-Watt University, UK. His credentials further include recognition as a CIDB Certified Construction Project Manager, a Certified Construction Design Management (CDM) Professional, a Certified Asbestos Removalist (Singapore), and Certification in Adjudication from the Asian International Arbitration Centre (AIAC). These qualifications reflect his breadth of expertise across technical, regulatory, and governance aspects of the construction industry.

Since 2002, he has been deeply engaged with the Construction Industry Development Board (CIDB) Malaysia, where he has played a pivotal role in advancing the professionalisation of project management. His contributions include the development of the Project Manager National Occupational Skill Standard, which evolved into the National Competency Standard, later into the Construction Industry Competency Standard (CICS), and most recently into the Certification of Competency Standard (COCS) framework. In 2009, he was among the first batch of Project Managers certified by CIDB in Malaysia. Today, he continues to serve as an Assessor, Examiner, and Trainer for the Certified Construction Project Manager (CCPM) programme, and has also served as Programme Director for the Professional Master in Construction Project Management, jointly organised by CIDB, UTMSPACE, and ACPM.

As Managing Director of UBBIM Resources Sdn. Bhd., which he founded in 2001, Jesu Dass has transformed the firm into a specialised Design & Build company with expertise in infrastructure for scheduled waste treatment plants. UBBIM has delivered technically demanding and environmentally sensitive projects, balancing regulatory compliance with client satisfaction across government agencies and multinational corporations.

He has also been at the forefront of digitalisation in construction, driving UBBIM's adoption of advanced technologies such as aerial analytics, Building Information Modelling (BIM), 3D scanning, virtual reality (VR), augmented reality (AR), 3D simulation, and customised AI portals. Under his leadership, UBBIM developed BEENA, a proprietary project management software endorsed by CREAM and ACPM, specifically designed to upskill G1–G4 contractors. BEENA enhances collaboration, real-time monitoring, transparency, and data-driven decision-making.

UBBIM's excellence has been nationally recognised. The company is listed in the Malaysia Book of Records as the first in the country to obtain ISO 14064 Greenhouse Gas (GHG) certification. In addition, UBBIM is also among the few construction companies in Malaysia to achieve ISO 37001 Anti-Bribery Management System certification. These milestones underscore UBBIM's leadership in ESG compliance, environmental responsibility, and ethical governance. On the social front, UBBIM has maintained an ongoing programme since the COVID-19 pandemic, providing monthly food rations to 30 B40 families, alongside support for educational programmes for students from underprivileged backgrounds.

Balancing these diverse commitments, PMr. Jesu Dass continues to advance project management standards, sustainable practices, and digital innovation within Malaysia's built environment.

PLATINUMUM

PRODUCT EXCELLENCE AWARD

SME 
MALAYSIA



NATURAL BATIK VILLAGE SDN BHD

TAY YAP SENG
DIRECTOR



Tay was always surrounded by the beauty of batik. After spending several years in souvenir business, he decided to return to his roots and start something more meaningful. In 2007, Tay launched "Natural Batik Village from East Coast Malaysia", a business specializing in handmade batik using traditional techniques such as batik canting and batik terap.

At first, it was a small-scale operation. Tay collaborated with local artisans and focused on producing high-quality batik fabrics using natural dyes and sustainable materials. He invested time in learning the entire process — from wax application to dyeing — and used his business skills to create a strong foundation for his brand.



Today, Natural Batik Village has employs more than 30 artisans and produces a wide range of handmade batik products — from fabrics and clothing to home decor. He has opened a gallery and workshop in Kuantan, Pahang where visitors can learn about the batik-making process, promoting cultural tourism and artisan appreciation.





DNOR®

PROMAX AUTOMATIONS SDN BHD

HENRY CHIN
CHIEF EXECUTIVE OFFICER

DNOR: Automating Success in Malaysia

Founded in 2009, Promax Automations Sdn. Bhd. began with a clear mission: to provide reliable and affordable automation systems for Malaysian homes and businesses. A year later, the company launched its first autogate motor, the DNOR 712, designed to withstand Malaysia's demanding climate. The response was encouraging, and by 2011, DNOR Automations Sdn. Bhd. was officially established to scale production.

Over the years, DNOR steadily expanded its offerings. The Model 212 arrived in 2016, followed by the 212K in 2017, which introduced the innovative keylock release for manual operation during power cuts. In 2020, DNOR unveiled the Turbo 880 7-in-1 Autogate System, combining convenience, safety, and smart design. Each release reflected the company's focus on innovation, reliability, and adapting to real customer needs.

DNOR's success rests on several pillars:

1. **Innovation** – Features such as backup batteries, dual-speed motors, safety sensors, and manual override options became hallmarks of their systems.
2. **Quality Control** – Every unit undergoes rigorous testing to ensure durability and safety.
3. **Distribution Network** – With over 500 dealers and

distributors across Malaysia and Indonesia, DNOR ensures wide accessibility and strong after-sales service.

4. **Customer Trust** – Known for fast response times and dependable installations, DNOR built a reputation as a brand that truly supports its customers.

The company's efforts have not gone unnoticed. In 2023, DNOR entered the Malaysia Book of Records for "Most Continuous Durability Gate Swings," affirming its commitment to reliability. It has also received accolades such as the Sin Chew Business Excellence Award and the STAR Outstanding Business Award, further cementing its place as an industry leader.

By 2025, DNOR had sold more than 280,000 autogate motors, a testament to the trust it has earned in the market. Its recent move to larger offices in 2024 reflected both growth and ambition to serve a broader customer base.

DNOR's vision is clear: to be Southeast Asia's leading smart autogate brand. With ongoing research into IoT integration, smarter safety features, and eco-friendly designs, the company continues to push boundaries.

From humble beginnings to becoming a trusted household name, DNOR's story is one of resilience, innovation, and an unwavering focus on customer satisfaction — a true Malaysian success story.



RMA

RMA SDN BHD

AIREEN GOH SOO WAN
SHAREHOLDER



RMA Sdn Bhd has been a trusted name in Malaysia's palm oil and food manufacturing industry since its establishment in 1979, proudly registered with the Companies Commission of Malaysia (Suruhanjaya Syarikat Malaysia – SSM). Over four decades, the company has grown into a dynamic exporter, supplying high-quality Malaysian products to international markets, earning valuable foreign income while creating more manufacturing plants, job opportunities, and economic contributions to the nation.

RMA specializes in a wide portfolio of palm oil-based products under its in-house brand “Ideal”, as well as through private label services and bulk industrial supply. Its product range includes RBD Palm Olein Cooking Oil (CP6, CP8, CP10), RBD Palm Oil Frying Oil, Shortening, Crude Palm Oil (CPO), Palm Kernel Expeller (PKE) & Palm Kernel Shell (PKS). These products are trusted by food factories, FMCG companies, and agro-industries worldwide for their consistent quality and reliability.

With the joining of Vincent Ong, Aireen Goh, Rina & team of dedicated team since 5 years ago, RMA expand to a hybrid B2B and B2C business model, RMA reaches its clients through platforms such as MATRADE, Alibaba.com, and its official website, while also engaging consumers directly via social media channels, particularly Facebook. This multi-channel approach has strengthened its global presence and market accessibility.

RMA's vision is “to be a global benchmark in delivering sustainable, high-quality Malaysian palm and cooking oil.” Guided by this vision, the company remains committed to its mission of supplying certified, halal, and premium cooking oils worldwide through ethical sourcing, sustainable practices, and strong distribution partnerships.

Looking ahead, RMA has set ambitious yet achievable objectives. Within the next three years, the company aims to expand exports to over 50 countries across ASEAN, the Middle East, Africa, India, and China, targeting RM48 million in revenue by Year 3. To further strengthen credibility and competitiveness, RMA is pursuing globally recognized certifications, including RSPO and HACCP, by Year 2.

At its core, RMA is more than just a business; it is a Malaysian success story that reflects resilience, innovation, and global competitiveness. From humble beginnings to becoming a trusted exporter of palm oil-based products, RMA continues to uphold Malaysia's reputation as a world leader in the palm oil industry while contributing to sustainable growth for the community and economy.

PLATINUM

**BRAND
EXCELLENCE
AWARD**

SME
MALAYSIA



BORNEO MORE SDN BHD

MOLLY MOO LI
DIRECTOR



Turning Dreams into Delicious Realities, Crafting Culinary Excellence

From a humble kitchen corner to becoming a trusted name in the food and beverage industry, Borneo More Sdn Bhd is a story of passion, perseverance, and innovation.

Over 20 years ago, the company began as a small, home-based operation supplying essential F&B ingredients. What seemed like a modest start has since grown into a wholesale powerhouse with a strong presence across Sabah, Sarawak, and Brunei. Along the way, Borneo More has empowered more than a thousand entrepreneurs to build thriving bubble tea kiosks and lively cafés—helping turn their business dreams into reality.

The turning point came in 2014, when Borneo More boldly diversified beyond ingredients. Recognizing the fast-changing demands of the F&B world, the company expanded into supplying food processing machinery, spare parts, and an extensive portfolio of premium products. This strategic move not only strengthened its foothold in the industry but also positioned the company as a trailblazer—a one-stop solution provider for food entrepreneurs.

What truly sets Borneo More apart is its brand promise of excellence and reliability. Beyond supplying products, the company offers:

- Tailored sourcing of unique and hard-to-find ingredients.
- Product development and customization to match evolving market trends.
- Training and workshops for staff on product handling and storage.
- Product sampling and testing to ensure confidence before bulk purchases.
- Expert consultation on menu planning, cost optimization, and machinery support.

Every service is carefully designed to ensure that clients see Borneo More not just as a vendor, but as a partner in growth. Efficient delivery systems further guarantee that businesses run smoothly, reinforcing the company's identity as a brand built on trust.

At its core, Borneo More's vision is bold yet clear: to be the most trusted and foremost provider of premium food and beverage supplies in the region. Its unwavering commitment to quality, innovation, and lasting partnerships has made the Borneo More name synonymous with reliability.

Today, Borneo More Sdn Bhd stands tall as more than a supplier—it is a brand that fuels ambition, nurtures businesses, and creates culinary excellence. For Borneo More, success is about more than growth—it is about building a legacy and consistently turning dreams into delicious realities.



DELICIOUS CURRY HOUSE SDN BHD

LIM TECK WAH
DIRECTOR

Delicious Curry House (DCH Seafood) was established with a single vision — to become Malaysia's leading brand for Curry Fish Head. What began as a passion to perfect this iconic dish has today grown into a recognized dining destination where heritage, quality, and hospitality meet.

Our signature Curry Fish Head is more than a best-seller; it is the heart of our brand identity. By combining the finest Sabah seafood with a recipe refined through dedication and care, DCH has built its reputation on delivering consistency, depth of flavor, and memorable dining experiences. This focus drives our commitment to one day be acknowledged as the number one Curry Fish Head brand in Malaysia.

Equally integral to our story is the celebration of Nyonya heritage cuisine, a cultural treasure born in Melaka during the 15th century through the fusion of Chinese and Malay traditions. At DCH, we proudly carry this legacy forward through dishes such as Asam Pedas Fish Head, Sambal Petai Prawns, and Beef Rendang. By pairing these Peranakan classics with Sabah's freshest ingredients, we offer guests a cultural journey that connects the past with the present, heritage with innovation.

Our growth is anchored on three core values:

1. Food Quality — Only the freshest, hand-selected ingredients enter our kitchen, with sauces and recipes prepared daily to ensure authenticity.
2. Environment — We design our spaces to feel warm, inviting, and comfortable, creating an ambience where families and friends can gather with ease.
3. Service — Hospitality is at the heart of DCH. Our team is trained to provide attentive, friendly service that enhances every dining experience.

These values have shaped DCH into a brand that people trust and return to — not just for the food, but for the complete experience.

As we look forward, DCH aims to expand its presence across Malaysia, continuing to champion heritage-driven dining and striving to be recognized nationally as the brand of choice for Curry Fish Head.

At DCH, every dish tells a story: of heritage, of family, and of excellence. With each meal served, we reaffirm our promise — to uphold Nyonya traditions, deliver uncompromising quality, and welcome every guest with the warmth of true Malaysian hospitality.



DELUX®

THE ONE & NO SUBSTITUTE

DELUX HOLDINGS (M) SDN BHD

DATUK DYLAN CHUI SAIG HERG
FOUNDER



DELUX is Malaysia's well-known brand pioneering in the manufacturing of fully aluminium autogates and security door, recognized as a market leader across Southeast Asia since 2004. DELUX has set new benchmarks in innovation, safety, and reliability—transforming the way homes are secured while shaping the future of smart living.

With a clear vision to become the leading name in Southeast Asia's Smart Security Home Products industry, DELUX is driven by a mission to improve people's quality of life through design and research and development. Each product is engineered with precision, combining advanced technology, premium quality, and lasting durability to deliver security solutions that truly matter.

DELUX products are proudly installed across Malaysia and exported internationally to markets including Indonesia, India, Iraq, Singapore, and Thailand. This expansion reflects the brand's growing reputation as a trusted regional leader that balances innovation with reliability.

At the heart of its success lies DELUX's promise to deliver a "WOW" experience with every customer interaction. From groundbreaking product innovation to meticulous attention to

detail—right down to a single screw—DELUX ensures excellence at every step. The company also provides 365 days after-sales service, offering customers peace of mind and dependable support all year round.

Beyond business achievements, DELUX is equally committed to giving back to society. The company launched the "Gate to School" program with the belief that besides home, schools are where children spend most of their time, and their safety there is just as important. This initiative was created to enhance school safety by replacing old, rusted gates with durable DELUX security solutions.

DELUX has solidified its position as a category leader in Southeast Asia's smart home security industry through a series of notable achievements, including multiple entries in the Malaysia Book of Records, such as the Longest Trackless Folding Autogate in 2020. With a consistent record of awards, innovative breakthroughs, and strategic milestones, DELUX continues to uphold its commitment to quality, customer satisfaction, and relentless advancement, fostering safer and smarter living across the region.



EDUVO[®] ACADEMY

EDUVO SDN BHD

**DR. VINCENT CHEW AIT SHIN &
KEITH NGAI JI SENG**
DIRECTOR

Eduvo: Corporate Background & Success Story

Eduvo began in 2012, founded by Dr. Vincent Chew and Keith Ngai, two educators who shared the same purpose and mission even before a formal vision was written: to use education to change lives. From day one, Eduvo anchored itself on the 3H culture—Hope, Humanity, and Happiness—with a simple promise: transform ordinary people into worthy human capital by connecting learning to real work and real opportunity.

What started as a small, values-driven training outfit has grown into an integrated future-tech education ecosystem. Today, Eduvo blends Ausbildung (dual vocational) principles with SLDN pathways, action learning, and professional IT certifications so learners don't just study—they build, ship, and serve. Eduvo has been recognized as a GULL Centre of Excellence (since 2020), and is Malaysia's only in-house SLDN-approved Application Development provider that also delivers professional certifications—closing the gap between classroom and industry.

To make “learning to earning” seamless, Eduvo created in-house “work labs”: Eduvo Tech (IT department outsourcing) and Alpaca Digital (software development & R&D). These units give learners paid internships and apprenticeships on real client projects—especially for those not yet ready to step into the external job market. In a mentored, safe-to-learn environment, students sharpen skills, build portfolios, and grow confidence before transitioning into full-time roles with

the corporates, SMEs and tech teams. Over the last few years, Eduvo has transformed 1000+ learners through structured pathways that pair certifications with real-world delivery.

Behind the scenes, strong operations make quality repeatable. Eduvo runs digital-first SOPs on Microsoft 365, a Student Management System (CRM) for a 360° learner view, and a teaching quality system that combines HOD observations with external QA (GULL/JPK/SLDN). Curriculum is refreshed through employer interviews, industry advisory input, and post-project reviews. A frontier knowledge-transfer partnership with Fuzhou RongZhi Information (China) accelerates adoption of cutting-edge stacks—compressing learning cycles and keeping content ahead of market needs.

What truly sets Eduvo apart is its career-first promise: no SPM requirement, small class sizes, coaching-led delivery, stackable credentials, and an ecosystem that carries students from learn → build → ship → hire. The vision now is clear—“Imagine a future where every top IT student and tech expert in Malaysia—and soon, across Southeast Asia—proudly says, ‘I started at Eduvo.’” With disciplined execution and a heart for people, Eduvo is turning that vision into an everyday reality—one learner, one project, and one success story at a time.



FISH MARKET SDN BHD

DR. VOO CHUNG HOW
MANAGING DIRECTOR CUM HEAD CHEF



Fish Market Restaurant – From Hong Kong Kitchens to Sabah's Culinary Gem

Every success story begins with a spark of passion. For Dr. Alan Voo, founder of Steamed Fish Market Restaurant, that spark was ignited in a Hong Kong kitchen. Born in Tenom, Sabah, Alan left school early to pursue a life in food. In 1992, he began his culinary journey under the mentorship of one of Hong Kong's renowned roast masters, training tirelessly and eventually rising to head chef in a respected restaurant.

After 11 years abroad, Alan returned to Sabah in 2003, bringing home not only refined culinary skills but also a vision — to introduce healthy, authentic, and creative cuisine to his homeland. With over 33 years of experience, he continues to shape the future of premium seafood dining in the region.

In 2017, that vision took shape with the opening of Steamed Fish Market Restaurant at Warisan Square, a bold concept introducing sauna-style steam hotpot to Kota Kinabalu. Unlike traditional cooking methods, this unique approach uses pure steam—no oil, no salt, no MSG—preserving the true essence of Sabah's fresh seafood. With over 500 seats, the restaurant quickly became a dining destination for locals and tourists alike.

But true success is not just about being big; it's about being meaningful. In 2022, Alan made a courageous decision: to downsize. The restaurant relocated to Sutera Avenue with just 160 seats, choosing to focus on quality over quantity. The menu was refined to highlight not only steam hotpot, but also exquisite sashimi and wok-fried creations, blending Hong Kong "wok hei" with international flair. This transformation elevated the dining experience, setting a new benchmark for premium seafood in Sabah.

The journey was not without challenges, but dedication bore fruit. Steamed Fish Market Restaurant has since been honored with multiple international accolades, including the World Top Gourmet Award 2023 – Premium Seafood Restaurant and the Ctrip Gourmet List Gold Winner 2023. These achievements are more than trophies—they are affirmations of the restaurant's philosophy: that food, at its best, is both healthy and heartfelt.

Beyond the awards, Alan never forgot the community that shaped him. From donating meals during the pandemic to organizing charity drives, his restaurant has become a place where giving back is as natural as serving a good dish.

Today, Steamed Fish Market Restaurant is more than just a restaurant; it is a story of perseverance, innovation, and heart. A story that proves when passion meets purpose, even steam can carry the flavor of success.



KS SECONDARY FIBRE SUPPLIER SDN BHD

LEE ANN ANN
DIRECTOR

KS Secondary Fibre Supplier Sdn Bhd was established in 1992 with its headquarters in Sungai Buloh, Selangor, and has steadfastly expanded its operation to a network of 9 facilities across the nation. From its humble beginning as a recycling operator, it has grown into an industry leader in Waste Management for Paper, as well as Products Recovery. The company has obtained ISO 9001 Quality Management System certification since 2005, signifying its commitment towards systematic competence.

The success of KS Secondary Fibre Supplier Sdn Bhd is attributed to the visionary founder and a team of dedicated managers. Through the farsightedness of our founders and extensive experience of a combined team, the company has overcome various challenges and evolved into an admirable industry leader it is today.

Thanks to the dedication of our Management, comprising a team of skillful talents, the company has successfully carved a niche in the industry in Waste Management, Recovery & Recycling. We strive to revolutionise the business of recycling, and envision a sustainable and greener world for the future generation.

We are further reinforcing our position by

diversifying into paper pulp, plastics, metals, and general waste. This move is essential in order to cater to the increasing needs to enhance organizational efficiency through proper waste management as well as to contribute towards a greener environment.

Our slogan: "Giving Your Trash a Second Chance"



hello m^arch[®]

HEALTH BLOOMS • LIFE BLOSSOMS

MORNING ARCH SDN BHD

TAN CHENG KIAN
CHIEF EXECUTIVE OFFICER



Morning Arch is a health-driven food innovation company dedicated to formulating, producing, and supplying premium-quality functional foods that promote a healthy and sustainable lifestyle. Built on a foundation of wellness and innovation, Morning Arch's brand "**Hello M^arch**" delivers nutritious, delicious, and socially responsible food products that blend taste, functionality, and sustainability to meet modern dietary needs.

Founded by Kelly Eng and Kian Tan, the company's vision is to lead in health-driven food innovation—creating functional products that improve lives and support a sustainable future. These principles guide every aspect of Morning Arch's strategy, from superfood-based R&D and nutrition science to sustainable sourcing and eco-friendly packaging.

Kelly's personal journey began with witnessing her father's battle with chronic illness, reliant on over 20 pills per meal—a painful experience that inspired her lifelong mission to explore the healing power of food. Similarly, Kian's passion was shaped by the loss of his mother to cancer, igniting his commitment to nutrition and better food choices for all. Together, they transformed their personal experiences into a powerful purpose—building Morning Arch not only on science and technology, but on empathy and hope.

Anchored on three core pillars—Health, Sustainability, and Innovation—Morning Arch continues to drive growth through continuous R&D and product excellence. Supported by a team of experienced nutritionists and food technologists, its state-of-the-art facilities produce clean-label, high-quality foods that balance taste and nutrition.

The diverse portfolio includes ready-to-eat meals, air-dried noodles, functional beverages, like coffee, tea, oat milk, quinoa milk and wholesome snacks with superfood-based innovations, all designed to be:

- High in protein, calcium, and fiber
- Low GI, keto-friendly, low/zero sugar & salt
- Gluten-free, non-GMO, non-MSG
- No preservatives & artificial additives
- Plant-based, vegetarian, and vegan-friendly

Morning Arch's innovations have earned international acclaim for excellence in health, sustainability, and product innovation. Awards & Achievements include:

- **Winning major awards at THAIFEX – ANUGA**, the Asia's most prestigious F&B exhibitions:
 - "2024 Alternative Protein Taste & Flavour Challenge" Quinoa Noodle Meal Kit (double award winner of -BEST in INNOVATION & BEST in AROMA)
 - "2025 Alternative Protein Taste & Flavour Challenge" - Pro+inmee (award winner of -BEST in AROMA)
 - "2025 Winner of THAIFEX-ANUGA Taste-Innovation Show" - Quinoa Coffee
- **Winner of ANUGA Taste Innovation Show 2025, Cologne** – AROMArch Oatmilk Microground Coffee Latte

With successful market expansion across the Middle East, Europe, India, Mauritius, and the Asia-Pacific region, Morning Arch continues to pioneer the future of functional foods—crafting innovations that nourish the body, care for the planet, and inspire healthier lives.

Hello M^arch
Health Blooms, Life Blossoms.



MR ACADEMY INTERNATIONAL SDN BHD

MARCUS CHEW PHAI HAU
FOUNDER & DIRECTOR

Founded in 2022, MR Academy has rapidly grown into Malaysia's first and leading retail-focused education platform. With a mission to advance retail education and reshape the future of the industry, MR Academy has empowered thousands of business owners to transform their operations and achieve sustainable growth.

Marcus's journey began with his own experience in the retail sector. Starting from a pharmacist background, he witnessed firsthand the challenges store owners face—tight margins, lack of systems, and the gap between theory and practical execution. Determined to make a difference, he established MR Academy with a bold vision: to be the benchmark for retail education in Southeast Asia.

In just three years, MR Academy has achieved remarkable milestones. The Academy pioneered the "Retail Hospital" model, providing a full-chain solution of Diagnosis → Education → Strategic Advisory → Execution. This approach directly addresses real operational pain points, making the Academy stand out from general training institutions. Over 4,000 paid enrollments across 60 programs between 2022 and 2025 attest to the impact MR Academy has made on the SME landscape.

The Academy's curriculum is built on five core values: Dedication, Integrity, Gratitude, Innovation, and Professionalism. Among them, Dedication remains the soul of the brand—reflecting Marcus's personal belief that every entrepreneur deserves practical guidance to succeed. By assembling a specialized consultant team, MR Academy ensures its programs deliver not only knowledge but actionable strategies that create measurable results.

Today, MR Academy is more than an education provider; it is a trusted partner for SMEs navigating the complexities of retail. Its success story is not only about numbers and awards, but also about the countless entrepreneurs who have regained confidence, stabilized their businesses, and found new growth paths.

Namaste India 1947
AUTHENTIC INDIAN DINING MODERN INDIAN CUISINE

UNIQUE PALATE GROUP OF RESTAURANTS

AKHIL GUPTA

**GROUP CHIEF EXECUTIVE OFFICER &
FOUNDER**

SME BRAND EXCELLENCE AWARD - F&B



Namaste India was founded with a singular vision: to redefine the Indian dining experience in Malaysia by blending authenticity, cultural pride, and modern flair. From its very first outlet, the brand positioned itself not merely as a restaurant but as a cultural bridge that brings the richness of India's culinary heritage into Malaysia's vibrant lifestyle and hospitality scene.

The brand was born out of the founder's personal passion for creating meaningful connections through food and culture. Having witnessed how cuisine unites people across backgrounds, the founder set out to build a brand that would deliver more than meals; it would deliver experiences that resonate with memory, heritage, and celebration. This personal commitment to authenticity and quality became the cornerstone of Namaste India's identity.

Over the years, Namaste India has evolved into one of the nation's most respected Indian dining brands. With four thriving outlets across Kuala Lumpur; Old Malaya, Bangsar, TTDI, and Hartamas; the brand has expanded strategically while maintaining a consistent standard of excellence. Each outlet is curated with its own theme and concept, from heritage elegance at Old Malaya to vibrant lifestyle dining in Bangsar, giving guests diverse experiences while staying true to one unified brand identity.

At the heart of its success is a focus on service excellence and customer experience. Namaste India takes pride in delivering hospitality that is warm, attentive, and deeply personal. Every guest is guided through a culinary journey never to be forgotten, where authentic flavours, cultural storytelling, and premium service combine to create lasting memories.

The brand's strength is reinforced by its uncompromising dedication to quality. All chefs hail from India, many from families with generations of culinary heritage. Ingredients and spices are sourced directly from India, while premium meats are imported from Australia. This pursuit of excellence has been matched with corporate professionalism, with structured teams in marketing, operations, and business development ensuring the brand is run with the rigor of a leading corporation.

Beyond its dining tables, Namaste India has become a trusted partner for high-profile events, cultural programmes, and diplomatic collaborations. It has served as the official venue partner for KL Fashion Week, the official sponsor for Atif Aslam and Arijit Singh concerts, and a repeat dining partner for the Malaysian International Film Festival. These collaborations not only showcase the brand's prestige but also reinforce its role as a cultural ambassador.

Namaste India's achievements have been recognised with the ASEAN Food and Travel Award 2024 for Best Modern Indian Cuisine in Malaysia, alongside extensive media features across TV, print, and digital platforms. With consistent growth in dine-in, catering, deliveries, and artisan sweets, the brand continues to lead innovation in Malaysia's F&B landscape.

From humble beginnings to becoming a household name and cultural icon, Namaste India's journey reflects a story of vision, perseverance, and excellence - a brand that today stands as the benchmark for Authentic Indian dining in Malaysia.



TENOM COFFEE

• since 1960 •

YIT FOH COFFEE FACTORY SDN BHD

YONG FUI CHIANG
DIRECTOR

Yit Foh Coffee was established in 1960 by Mr Alex Yong Fui Chiang's father - Mr. Yong Loong Vun. With the introduction of the British colonial government to planting Robusta Coffee trees, Tenom became a major region to promote the coffee-growing, coffee has gradually become a mainly daily beverage of Tenom and Sabah. Mr. Yong Loong Vun, seeing the growing demand for coffee, gradually acquired coffee beans from Tenom coffee growers, used Hainan style and formula to produce coffee powder, supplies for coffee shops and retail shops, and it became Tenom people's favorite.

Mr. Alex grew up in the coffee factory, playing in the factory with the scent of coffee. When he was 12 years old, he began working in the factory, helping in packaging. His father often carries him selling coffee to Keningau. In 1986, after working hard for the coffee business for many years, Mr. Yong Loong Vun slowly withdrew from the business, and Mr. Alex became the second generation leader of Yit Foh Coffee Factory. At that time Yit Foh Coffee was already a quite well-known coffee brand in Tenom even state, the challenge it faced was not to maintain the original source and sales, but how to improve products, open up source and the market, and further developed Yit Foh Coffee. Under the leadership of Mr Alex, Yit Foh Coffee with good timing, right place, and unity of people take advantage to step on the road of transition.

Now, Yit Foh Coffee stands for more than half century, its modernized coffee products have been stepped from Sabah to Peninsular Malaysia, but it still adheres to using wood-fired techniques to produce the unique old-fashioned charcoal flavor coffee. Mr. Alex Yong said Yit Foh Coffee Factory will always run with manner of consistent and steady, develop according to the needs of the market, do adjustment by following the pace of new coffee culture and improve product quality, at the same time insisted on retaining the traditional flavor of the old days, because that is the unique flavour of Yit Foh Coffee. He believes that with the support of coffee lovers from Sabah, West Malaysia and even foreign countries, Yit Foh Coffee will continue to steadily expand its future market territory step by step.



PLATINUM

BUSINESS RESILIENCE AWARD

SME 
MALAYSIA



BE LOGISTICS SDN BHD

Is always your reliable partner

BE LOGISTICS SDN BHD

CHIN CHEE KWONG
MANAGING DIRECTOR

Founded in 2016 by Mr. Chin Chee Kwong, BE Logistics Sdn. Bhd. set out to deliver reliable, transparent and technology-enabled logistics solutions. Beginning with a single side-curtain truck in 2020, the company has grown into a fully integrated logistics provider handling over 300–400 containers per month. Its services span freight forwarding, warehousing, customs coordination and last-mile delivery across Malaysia and regional trade hubs.

From day one, Mr. Chin focused on professionalising operations and building a customer-centric culture. By investing in GPS-enabled fleets, digital tracking systems and a well-trained service team, BE Logistics provides real-time visibility, consistent performance and high standards of customer care.

The company's resilience has been tested by labour shortages, rising costs and global supply chain disruptions. Instead of slowing down, BE Logistics strengthened its processes, retained key talent and deepened customer relationships. This proactive approach safeguarded performance and positioned the company as a trusted partner for SMEs and international businesses moving goods through Johor Port and PTP.

Winning the SME Business Resilience Award reflects BE Logistics' commitment to innovation, operational excellence and sustainable growth. Under Mr. Chin Chee Kwong's leadership, the company stands as a professional logistics partner that moves businesses forward — not just goods.

BE your reliable long-term logistics partner in Johor





TECH

ELV AV BMS SYSTEM INTEGRATOR

INNOTECH SOLUTION SDN BHD

PUAH JIT KANG
DIRECTOR

Founded in 2007, Innotech Solution Sdn Bhd has established itself as a trusted specialist in delivering complete systems and solutions across four core phases: systems design, installation, product integration, and ongoing support. Guided by its vision to be the first choice of customers and to deliver excellence through safe, high-quality, and reliable services, the company has built a reputation for technical expertise and strong project execution. Its mission emphasizes passion, safety, and sustainability, ensuring that every project creates competitive advantages for its clients while staying true to its core values.

Headquartered in Klang, Selangor, Innotech Solution operates with a dedicated team of 30 staff members and over 100 foreign workers. Under the leadership of its directors, Mr. Puah Jit Kang and Ms. Lim Ah Ket, the company has grown steadily, backed by strong financial resources and solid partnerships with industry stakeholders. Its capabilities extend across diverse industries, offering solutions in Extra Low Voltage (ELV) systems, CCTV surveillance, access control, public address systems, car park and barrier gate systems, ICT structured cabling, fiber-to-the-home, and comprehensive building management systems.

Innotech Solution's impressive project portfolio speaks to its technical excellence and versatility. Major works include government buildings such as the Kompleks Kerajaan Parcel F in Putrajaya, residential landmarks like The Astaka @ Bukit Senyum, Johor Bahru—Southeast Asia's tallest

condominium—and world-class developments such as the Sunway Resort Hotel & Spa and Universiti Teknologi Petronas campus. The company has also played a significant role in critical infrastructure projects, including KLIA's baggage handling and fire system interface upgrades, data centers for Microsoft and Airtrunk, as well as advanced semiconductor facilities for industry giants such as Texas Instruments, Osram, and Sandisk.

Its broad client base spans across government agencies, commercial enterprises, hospitality, education, healthcare, manufacturing, and transportation sectors. The company's trusted partnerships with multinational corporations, developers, and institutions demonstrate its capacity to deliver complex projects on time and within budget. With a CIDB G7 certification—the highest contractor classification in Malaysia—Innotech Solution is authorized to undertake large-scale projects nationwide.

Looking ahead, Innotech Solution continues to strengthen its position as a forward-looking technology partner. By combining innovation with cost-efficient, reliable, and sustainable solutions, the company is well-poised to support Malaysia's rapid development and the growing demands of smart cities, digital transformation, and infrastructure modernization.



SPRINT LOGISTICS (M) SDN BHD

Loh Charng Shin
Managing Director

Kendric Loh Charng Shin is a homegrown success story, a local city boy made good armed with just a diehard entrepreneurial spirit and an unwavering belief in the power of partnerships. Born and raised in Kuala Lumpur, Kendric began his education at SRJK (C) Pantai Dalam before progressing to schools in Bangsar and Bukit Bandaraya. Armed with CIMA qualifications, he embraced the value of starting from the ground up, holding early roles as a teller at Public Bank and later at Yellow Pages, where his dedication and capability earned him a swift promotion from Accounts Clerk to Sales Representative.

At just 24, Kendric established his first business as a construction subcontractor. The 1997 Asian Financial Crisis, however, forced its closure. This setback did not deter him; instead, it redirected his focus to the logistics sector, where he discovered both passion and opportunity. Over the next several years, he honed his expertise in shipping lines and a Malaysian-Indonesian JV logistics company, building a strong foundation of industry knowledge and networks.

In 2005, with RM100,000.00 in working capital and a single assistant, Kendric founded Sprint Logistics (M) Sdn Bhd. The early years were marked by financial challenges, including a near closure in 2007 during the global downturn. Nevertheless, through perseverance and the strength of long-standing industry relationships, Kendric secured critical support and ensured the company's survival.

Sprint Logistics (M) Sdn Bhd has since grown into a trusted name in the industry. In 2012, the company moved into its own premises, and in 2013, achieved the prestigious Integrated International Logistics Services (IILS) Status from MIDA, together with the Customs Forwarding Agent Licence. These achievements placed Sprint Logistics (M) Sdn Bhd among a select group of Malaysian logistics companies authorized to deliver fully integrated, end-to-end supply chain solutions.

Today, Sprint Logistics (M) Sdn Bhd manages over 50,000 square feet of warehousing space, operates a fleet of more than 200 vehicles through affiliate partners, and leverages global connectivity via its membership in the Combined Logistics Network, spanning 344 partners across 75 countries. The company's revenue has grown consistently, rising from RM 9.7 million in 2012 to over RM 21 million by 2018.

Kendric attributes this success to a clear vision—"To Be the Number One Logistics Partner"—and to his commitment to innovation, partnership, and people. By investing in technology, nurturing employees, and fostering long-term relationships with customers and industry peers, he has transformed Sprint Logistics (M) Sdn Bhd from a small start-up into a dynamic, internationally recognized logistics service provider.



WINTRONIC

We Win Together

WINTRONIC SDN BHD

Patric Chang Chun Kuang

Darjah Seri Melaka (D.S.M)

Founder



Founded with a clear vision to redefine sustainability within the Electronics & Semiconductors industry, Wintronic Sdn. Bhd. has grown into a recognized leader in PCB repair and refurbishment, semiconductor load-board restoration and advanced electronic rework services.

With over two decades of hands-on experience, Patric identified a critical market gap. Many industries were discarding high-value test boards and semiconductor components that could, in fact, be repaired, restored, and reused.

Wintronic pioneered a business model that enables clients to save costs while actively contributing to environmental preservation and global carbon reduction.

Today, Wintronic stands as a testament to how vision, certified expertise, and perseverance can shape a more sustainable and innovative future for the global electronics and semiconductor industry.



二零二五年中小企业白金奖

**PLATINUM
BUSINESS
AWARDS
2025**

LEADERSHIP • INTEGRATION • SUSTAINABILITY

PLATINUM

**CORPORATE
SOCIAL
RESPONSIBILITY
AWARD**

SME
MALAYSIA



YONG YU RESOURCES SDN BHD

PHANG CHANG SENG
DIRECTOR



At Yong Yu Resources, we've always believed that success is more meaningful when it is shared. Our story began with inspiration from our director's father, who dedicated his life to the waste management and infrastructure industry. Building on that legacy, we started small but steadily grew into a trusted company in Sarawak, providing essential services that keep our communities clean, safe, and sustainable.

What makes our journey special is not just the growth of the business, but the values that shaped it. We faced challenges along the way, yet each one strengthened our commitment to resilience, innovation, and responsibility. By adopting better waste management practices and improving service quality, we've built long-term relationships with both the public and private sectors, proving that hard work and integrity truly pay off.

CSR is more than a program for us—it's a part of who we are. From joining local clean-up efforts to raising recycling awareness, we're proud to give back in ways that directly benefit our communities. These initiatives remind us that even small steps can make a big difference when it comes to protecting the environment and improving quality of life.

We also believe in taking care of our people. Our employees are the heart of Yong Yu Resources, and their safety, growth, and well-being matter deeply to us. Through training, support, and teamwork, we make sure they have the tools and confidence to excel—not just at work, but in their personal lives too.

Looking back, our success story is one of steady progress with a clear purpose: to serve, to care, and to grow together. We're proud of how far we've come, but even more excited about where we're heading. As we continue to expand, we'll keep finding new ways to create positive change—whether for the environment, the community, or the people who make up the Yong Yu Resources family.

Because at the end of the day, our true measure of success is not just in what we achieve, but in how many lives we can touch along the way.



PLATINUMUM

**ICT /
DIGITALISATION
AWARD**

SME
MALAYSIA



ESECRETARY SDN BHD

Prof. Dato' Dr. Chan Khin Thiam
Managing Director



Transforming Corporate Governance: From Manual to Digital with eSecretary Malaysia

At eSecretary Malaysia, we are fundamentally redefining the landscape of company secretarial services by pioneering the shift from traditional, manual workflows to a fully digital solution.

Rooted in deep expertise of the Companies Act 2016 and an unwavering commitment to corporate governance, our firm delivers proactive, comprehensive solutions for businesses of all sizes. We firmly believe that efficient corporate administration is the essential bedrock of successful enterprise, enabling leaders to focus on growth, innovation, and strategic objectives.

Innovation Driving Strategic Advantage: The Power of eSecretary Software

eSecretary Malaysia was established to directly address the inefficiencies of traditional secretarial practices, which were characterized by tedious, paper-heavy workflows and reactive compliance management. Recognizing the imperative for a smarter, more efficient approach in the era of rapid digital transformation, we developed our proprietary, secure, and intelligent automation software—the online eSecretary platform.

This digital solution is engineered to simplify compliance, dramatically reduce the administrative burdens associated with manual company secretarial work, and provide real-time visibility into all governance matters. By automating routine tasks—including statutory filings, deadline management,

and document control—we effectively free our clients to concentrate on higher-value activities that drive strategic growth. Crucially, our technology enhances accuracy, transparency, and risk mitigation, ensuring businesses not only remain compliant but also operate with greater efficiency.

Trusted Partnership and Future Vision

Our role extends beyond compliance; we operate as trusted strategic partners, providing advisory insights into governance best practices, risk management, and regulatory developments. We tailor our services to meet the unique needs of a diverse clientele, from dynamic startups to established multinational subsidiaries. At eSecretary Malaysia, our mission is to transform compliance from a necessary cost into a strategic competitive advantage, confidently empowering businesses for sustainable success.

Looking ahead, eSecretary Malaysia is committed to shaping the future of corporate governance through continuous innovation. Our goal is to establish a truly integrated ecosystem where compliance is seamless, secure, and a natural part of daily business operations. As we expand our services and scale our digital platform, we aim to set new industry benchmarks for efficiency, transparency, and client satisfaction. With a strategic focus on digital transformation and advisory excellence, we don't just keep businesses compliant—we equip them to thrive in an increasingly complex and competitive global market.



SQL

ERP

Payroll

Estream MSC - SQL Account HQ

DESMOND LAW HOE YEN

CHIEF EXECUTIVE OFFICER

Estream MSC Sdn Bhd, a leading force in Malaysia's accounting software industry, empowering over 310,000 business owners through its flagship solutions, SQL Account and SQL Payroll. Supported by a strong network of 410 authorized dealers nationwide. Its success story is deeply rooted in its commitment to education and community building: the company has organized more than 179 seminars, 368 webinars, and 259 physical training classes to guide accountants, bookkeepers, and entrepreneurs in mastering accounting, payroll, and e-Invois compliance. These initiatives not only help businesses stay up to date with regulatory changes but also foster confidence in digital transformation. Beyond commercial success, SQL partners with universities and training institutions to integrate SQL software into their curricula, producing graduates with real-world, industry-ready skills. This blend of innovative software, nationwide training efforts, and

a strong dealer network has transformed Estream from a local software provider into a trusted digital partner for Malaysian businesses. Its journey reflects a passion for innovation, a dedication to customer empowerment, and a clear mission to make accounting simpler, smarter, and more accessible for everyone.





NOBEL INDUSTRIES SDN BHD

JOE LIM
MANAGING DIRECTOR



Nobel Industries Sdn Bhd – Excellence in SME ICT Adoption & Digitalisation

Nobel Industries Sdn Bhd is a trusted Malaysian manufacturer of self-adhesive labels, recognised for its dedication to innovation, quality, and customer service. With decades of experience and a strong emphasis on technology, the company has become a reliable partner for both local SMEs and multinational corporations seeking comprehensive, end-to-end brand packaging and labeling solutions.

Through strategic ICT adoption and digitalisation, Nobel Industries has transformed its operations into a one-stop solution provider—offering design, production, and delivery with speed, accuracy, and flexibility. Its customer-centric approach ensures that every client, regardless of size, receives tailored solutions that enhance efficiency, brand presence, and compliance with industry standards.

At the forefront of its innovation is the StixSmart label brand, which combines advanced printing technologies with smart digital features. These solutions empower businesses to strengthen their competitiveness, uplift their packaging, and provide traceability and trust, particularly for Halal-certified products targeting global markets. This digitalisation journey is championed by Managing Director Joe Lim, whose financial expertise and visionary leadership have driven Nobel's transformation into a modern, technology-enabled enterprise. His belief in combining innovation with service excellence continues

to inspire the team to deliver solutions that go beyond customer expectations.

Expanding beyond label manufacturing, Nobel Industries has diversified into Point-of-Sales Materials (POSM), standees, and other brand printing solutions, providing clients with a complete suite of branding and marketing tools. With a strong presence in Malaysia's local market and exports to key Asian countries, Nobel is steadily building its international footprint. Guided by a vision to expand into wider global regions and further broaden its product scope, the company is poised for sustainable growth in the years ahead.

By blending cutting-edge technology with a strong service culture, Nobel Industries demonstrates how SMEs can lead through digitalisation while uplifting the wider business community. Committed to excellence and sustainability, Nobel continues to support Malaysia's growth by delivering world-class solutions that help brands succeed both locally and internationally.

STICKING TO EXCELLENCE
www.nobel.my



UBBIM RESOURCES SDN BHD

EDWIN JESU DASS
CHIEF EXECUTIVE OFFICER

A dynamic leader at the forefront of digital transformation in Malaysia's built environment, Edwin Jesu Dass represents a new generation of innovators reshaping the construction landscape. With a background in design, construction, and technology integration, he has been instrumental in driving UBBIM Resources' evolution from a design-and-build firm into a multi-disciplinary player encompassing virtual design and construction (VDC), aerial analytics, e-PTW systems, and professional upskilling through UBBIM Academy.

Edwin's vision bridges traditional project delivery with next-generation digital tools, fostering collaboration between industry, academia, and government. Through partnerships with organizations such as ACPM (Association of Construction Project Managers Malaysia) and CABE (Chartered Association of Building Engineers, UK), he champions capacity building among practitioners, empowering the workforce to embrace innovation.

A firm believer that technology must serve both efficiency and sustainability, Edwin continues to spearhead initiatives in smart construction, waste-derived materials, and digitalization frameworks that align with Malaysia's national development agenda.



PLATINUM

INNOVATION EXCELLENCE AWARD

SME
MALAYSIA



BEST SEWING WORLD (M) SDN BHD

BOO WEE SIONG
MANAGING DIRECTOR

Best Sewing World (M) Sdn Bhd was founded in 2022 in Batu Pahat, Johor, with a clear mission: to transform Malaysia's garment industry through automation and innovation. In just three years, the company has grown rapidly into a trusted supplier of industrial sewing, embroidery, laser, and garment automation equipment.

Founder and Managing Director Mr. Boo Wee Siong, with over 25 years of experience in the sewing industry, possesses deep knowledge of garment production processes and challenges. With sharp industry insight, he recognized the rising demand for automation and, together with co-founder Ms. Lim Lix Fuang, built Best Sewing World from a small startup into a company that delivers not only machines but also integrated solutions, training, and after-sales support for garment factories across Malaysia.

Innovation has always been at the core of the company's success. In 2023, Best Sewing World became the exclusive distributor of LORDI sewing machines in Malaysia, strengthening its position as a leading automation provider. At the same time, the company successfully launched its in-house brand, SEWMEX, offering embroidery machines, laser machines, and template machines that quickly gained strong market recognition. Its R&D

team continues to design customized automation solutions, such as template systems, placket machines, and button attaching machines, directly addressing challenges faced by factories, including high labor costs, inconsistent quality, and low production efficiency.

Beyond business growth, Best Sewing World is committed to social responsibility. The company collaborates with government agencies such as PUJB to provide sewing machines and training to underprivileged communities, empowering them with the skills and resources needed to improve livelihoods and pursue entrepreneurship.

Today, Best Sewing World has established nine agents across six Malaysian states, with plans to expand nationwide and into regional markets including Singapore and Brunei. Its long-term vision is to become the leading provider of garment automation solutions in Southeast Asia, helping factories of all sizes achieve greater productivity, consistency, and competitiveness.

The story of Best Sewing World is one of resilience, innovation, and impact—driving not only the transformation of garment production but also the future of smart manufacturing in the region.



MAESTRO LABORATORIES SDN BHD

NG CHET LUK
MANAGING DIRECTOR

Maestro Laboratories Sdn. Bhd. is a cosmetic (Hair & Scalp Care, Skin Care, Body Care) manufacturer founded in 1993. We provide a wide range of cosmetic products in our house brands and private label (OEM). We have also produced hand sanitizer since 2003. Our dedicated and friendly team will assist customers from ingredient choosing and colour selection, to packaging and label printing. We also provide training and services to customers who are not familiar with our products. With experienced experts in R&D and administration, we continuously research and develop the most advantageous products. To date, the products are not only marketed in Malaysia, but also exported to more than 20 countries over the world. Most of our products have been HALAL certified since 2008.

Our plant is located on a 1.3051 hectare land area in Muar, Johor, Malaysia, with a buildup area exceeding 50,000 sf. In 2004, we acquired GMP (Good Manufacturing Practice) certification from NPRA under the Ministry of Health Malaysia. In May 2018, we implemented ISO 9001:2015 Quality Management System which is audited by Lloyd's Register Quality Assurance (LRQA). Our plant is equipped with complete, modern and sophisticated technologies. We are striving to implement a GMP system to provide high quality cosmetic products and services, which consistently meet customer needs while keeping pace with changing trends and demands. We have undergone further developments in the future especially in management systems, productivity, quality, marketing and services. We always work hard



to fulfil customers' requirements and meet with the aim of enhancing customer satisfaction.

Our company has continued to set new goals in cosmetic innovation throughout 2024. Our Research & Development team expanded from five to eight talented professionals' chemists, each committed to exploring the latest advancements in the beauty industry. To strengthen their expertise, we invested in global exposure by sending our team to attend global exhibition & knowledge-sharing programs across Thailand, China, Korea, Italy and Hong Kong.

From these experiences, we gather the latest ideas and techniques to create high quality products. We have also upgraded our laboratory with more equipment that enables precise and efficient research and development. To further enhance quality, we sourced raw materials directly from international suppliers, not as a reflection on local options, but as part of our pursuit of excellence and innovation.

Our key innovation directions are from Formulation & Ingredients, Technology & delivery system, Sustainability & Eco Innovation and Emerging Trends.



hello m^oarch[®]

HEALTH BLOOMS • LIFE BLOSSOMS

MORNING ARCH SDN BHD

KELLY ENG LEE KIAN
MANAGING DIRECTOR

Morning Arch is a health-driven food innovation company dedicated to formulating, producing, and supplying premium-quality functional foods that promote a healthy and sustainable lifestyle. Built on a foundation of wellness and innovation, Morning Arch's brand "**Hello M'arch**" delivers nutritious, delicious, and socially responsible food products that blend taste, functionality, and sustainability to meet modern dietary needs.

Founded by Kelly Eng and Kian Tan, the company's vision is to lead in health-driven food innovation—creating functional products that improve lives and support a sustainable future. These principles guide every aspect of Morning Arch's strategy, from superfood-based R&D and nutrition science to sustainable sourcing and eco-friendly packaging.

Kelly's personal journey began with witnessing her father's battle with chronic illness, reliant on over 20 pills per meal—a painful experience that inspired her lifelong mission to explore the healing power of food. Similarly, Kian's passion was shaped by the loss of his mother to cancer, igniting his commitment to nutrition and better food choices for all. Together, they transformed their personal experiences into a powerful purpose—building Morning Arch not only on science and technology, but on empathy and hope.

Anchored on three core pillars—Health, Sustainability, and Innovation—Morning Arch continues to drive growth through continuous R&D and product excellence.

Supported by a team of experienced nutritionists and food technologists, its state-of-the-art facilities produce clean-label, high-quality foods that balance taste and nutrition.

The diverse portfolio includes ready-to-eat meals, air-dried noodles, functional beverages, like coffee, tea, oat milk, quinoa milk and wholesome snacks with superfood-based innovations, all designed to be:

- High in protein, calcium, and fiber
- Low GI, keto-friendly, low/zero sugar & salt
- Gluten-free, non-GMO, non-MSG
- No preservatives & artificial additives
- Plant-based, vegetarian, and vegan-friendly

Morning Arch's innovations have earned international acclaim for excellence in health, sustainability, and product innovation. Awards & Achievements include:

- **Winning major awards at THAIFEX – ANUGA**, the Asia's most prestigious F&B exhibitions:
 - “2024 Alternative Protein Taste & Flavour Challenge” Quinoa Noodle Meal Kit (double award winner of -BEST in INNOVATION & BEST in AROMA)
 - “2025 Alternative Protein Taste & Flavour Challenge” - Pro+inmee (award winner of -BEST in AROMA)
 - “2025 Winner of THAIFEX-ANUGA Taste-Innovation Show” - Quinoa Coffee
- **Winner of ANUGA Taste Innovation Show 2025, Cologne** – AROMArch Oatmilk Microground Coffee Latte

With successful market expansion across the Middle East, Europe, India, Mauritius, and the Asia-Pacific region, Morning Arch continues to pioneer the future of functional foods—crafting innovations that nourish the body, care for the planet, and inspire healthier lives.

Hello M'arch
Health Blooms, Life Blossoms.



PINC TECHNOLOGY SDN BHD

JOSEF WONG MING CHONG
MANAGING DIRECTOR



Founded in 2010, PINC Technology Sdn Bhd has grown from a small trading company into a leading Malaysian system integrator, service provider, and software house. We deliver maritime intelligence, telemetry, AI, IoT, Big Data, and ESG-driven solutions that help industries operate more safely, efficiently, and sustainably.

Our guiding principle, “Take Local, Make Global,” defines how we innovate. We design with local insight, elevate with global collaboration, and deliver solutions that balance commercial success with societal and environmental impact.

From maritime domain telemetries to carbon emission monitoring platforms, our technologies enable businesses to reduce emissions, improve compliance, and unlock operational efficiency. The measurable outcomes—lower costs, safer navigation, and greener operations—showcase how purposeful innovation creates lasting value.

What sets us apart is our belief that technology is not just about systems, but about people, ecosystems, and purpose. By co-creating with clients and partners, we build user-centric, scalable, and future-ready solutions that empower industries to thrive in a digital and green economy.

Our success is powered by our dedicated team of developers, data scientists, and innovators who have proven that Malaysian-born solutions can make global impact.

Looking ahead, PINC Technology remains committed to pioneering innovations that drive digital transformation, champion sustainability, and shape a smarter, greener future.





SWEET RENT
SDN BHD
CUSTOMIZE YOUR DREAM HOME

SWEET RENT SDN BHD

SEE TYAN YI
DIRECTOR



Creating the extraordinary from the ordinary. As parents, we all wish that when our children step into marriage and family life, they can do so without the burden of financial stress—building their homes, living healthily, and focusing on their careers. This hope inspired the creation of Sweet Rent, a company dedicated to helping families achieve their dream homes without being held back by financial constraints.

Sweet Rent is Malaysia's first one-stop renovation and installment platform, combining renovation services with flexible repayment solutions. Our mission is simple yet powerful: to turn dream homes from blueprints into reality, while breaking down the barriers of high upfront costs. By offering tailored installment plans, we give homeowners, young couples, and property investors the freedom to design their ideal spaces with peace of mind.

What began as a humble effort in the renovation field has now grown into a trusted and innovative platform. Sweet Rent has not only established a solid foothold in renovation services but also expanded into a comprehensive ecosystem—integrating renovation, installment, and financing into one seamless solution. This unique model empowers property owners to leverage their assets more effectively while creating better living standards for families.

Our success story is rooted in solving real challenges faced by everyday people. Many aspire to renovate or upgrade their homes but are troubled by economic

limitations. Sweet Rent addresses this gap, offering practical solutions that improve lives. Today, we proudly serve a growing community of homeowners and investors who see us not just as a service provider, but as a partner in achieving their dreams.

Looking forward, our vision is to become a benchmark in the renovation rental platform industry—a company that not only delivers excellence but also inspires. We especially believe in creating opportunities for women and young entrepreneurs, proving that determination and innovation can open doors to success.

Sweet Rent's journey demonstrates that even from ordinary beginnings, extraordinary results can be achieved. With resilience, innovation, and a strong mission, we continue to grow as a brand that changes lives—one home at a time.

Finally, I would like to share a quote of mine: "Everything is result-oriented, continue to influence life with life." Thank you!



TECH AV CONCEPTS SDN BHD

BRYAN LEE
MANAGING DIRECTOR



Every great achievement begins with a vision. For Tech AV Concepts Sdn Bhd (TAC), that vision was to redefine modern living through technology. From its humble beginnings in 2005, TAC has grown into a pioneer of Personalised Smart Home Solutions, trusted by Malaysia's most discerning homeowners, architects, Interior Designer and Consultant. Today, TAC stands proudly as an SME Award winner, embodying the spirit of innovation, resilience, and excellence.

At its heart, TAC delivers more than technology it delivers lifestyles. Specializing in Smart Home and Integrated AV Systems, TAC transforms homes into intelligent living spaces where lighting, shades, climate, entertainment, and security are seamlessly controlled under one system. Each project is uniquely designed to reflect the personality and needs of its owner, making every solution truly personalised.

A defining milestone in TAC's journey was the successful implementation of its Personalised Smart Home System for a luxury bungalow at Spectrum House, USJ 1, an award-winning project by TKCA Architects. By integrating Lutron Lighting and Shade Control, a bespoke home theatre, whole-home music distribution, advanced thermal management, and surveillance systems, TAC elevated the residence into a showcase of comfort, elegance, and sustainability. The project's recognition with the GreenRE Sustainable Development Award 2023/2024 further highlighted TAC's role in shaping future-ready, eco-conscious luxury living.

This spirit of excellence has also earned TAC international recognition, including the prestigious Lutron Gold Residential Award (2022–2024) from Lutron Electronics (US), a testament to its consistent quality and innovation.

Behind every success is TAC's dedicated team, professionals united by passion, creativity, and integrity. By nurturing talent and fostering a culture of innovation, TAC ensures that every solution delivered exceeds expectations. Beyond business, TAC actively contributes to community development through education initiatives, sustainability awareness, and industry collaborations, reflecting its belief in growth with purpose.

From a small venture to a market leader, TAC's story reflects perseverance, innovation, and the drive to push boundaries. As it looks ahead, the company remains committed to delivering smarter, greener, and more inspiring lifestyles, continuing to set new benchmarks in Malaysia's luxury residential landscape.

PLATINUM

OUTSTANDING PROFESSIONAL SERVICES AWARD





CAPSTAR ADVISORY SDN BHD

**REX LIM
CAROLYN LEE**
FOUNDER & MANAGING DIRECTOR



Capstar Advisory Sdn Bhd – Your Legacy Start Here

Capstar Advisory Sdn Bhd was founded with a clear vision: to be Malaysia's #1 Estate Planning Team, empowering families to preserve and grow their wealth for generations. Since its establishment, Capstar has expanded rapidly, creating a strong reputation as a total wealth management solutions provider, specializing in private trusts, will writing, financial advisory, and succession planning.

From its humble beginnings, Capstar has achieved remarkable milestones. Over the years, the group has successfully formed six (6) companies under the Capstar umbrella, namely:

1. Capstar Advisory Sdn Bhd – Wealth and trust advisory.
2. OnlyWill Sdn Bhd – Dedicated to online will writing solutions.
3. Capstar Wealth Management (HK) Limited – Expanding into the international wealth market.
4. Alphatac Sdn Bhd – Providing cutting-edge CRM and digital solutions.
5. Capstar Capital Holding Sdn Bhd – The holding entity overseeing group operations and growth.

Capstar's success lies not only in its professional expertise but also in its client-first philosophy. With over RM200 million in private trust business to date, Capstar has established itself as a trusted partner for families and businesses seeking holistic financial

planning. The company has also been recognized in the industry, including being nominated for the SME Outstanding Professional Services Award, a testament to its commitment to excellence.

Looking ahead, Capstar Advisory is poised for even greater achievements. With a strong foundation in Malaysia and a growing presence in Hong Kong and Southeast Asia, the company's long-term vision is to become a globally recognized wealth management brand. The next major milestone is ambitious yet achievable: to bring Capstar to the global capital markets with a future listing on NASDAQ, positioning itself among international leaders in wealth and estate planning.

Capstar's story is one of passion, professionalism, and purpose. By combining innovation, education, and commitment, the company continues to inspire both its advisors and clients to embrace wealth planning not just as a financial tool, but as a legacy of love for future generations.



Digital Business Transformation Partner

COGNITIVE DIGITAL SDN BHD

YAP WOON HAN

CHIEF OPERATING OFFICER

**PRABODH KUMAR KANTILAL H
SHETH**

STRATEGIC ADVISOR

Cognitive Digital (CDx) is a boutique consultancy house established to support enterprises in navigating the fast-changing digital economy. Despite its lean size, CDx has built a strong reputation for delivering Public Listed Company (PLC)-level transformation projects across healthcare, property, construction, automotive, and finance. Our service culture is anchored on three core values: Trust, Integrity, and Quality of Service. These values are consistently championed by our leadership and practiced across our team, ensuring every client engagement is handled with personal commitment and enterprise-grade assurance.

At the helm of operations is Mr. Yap Woon Han, Chief Operating Officer of CDx, who brings over two decades of experience in information technology, project management, and digital transformation. Having worked extensively in Malaysia, Indonesia, and China, Mr. Yap is recognized for his ability to bridge cultural and business landscapes while delivering impactful, technology-driven outcomes. Under his stewardship, CDx has become a trusted partner for organizations seeking both strategic vision and operational execution.

Our success story is best reflected in one of our recent engagements with a regional healthcare group undergoing a major merger and acquisition. CDx was entrusted to lead the multi-country IT migration across Malaysia and Indonesia, a complex and high-stakes transformation requiring careful management of systems, data, and operations. Acting as the Program Management Office (PMO), CDx provided governance and delivery assurance, ensuring seamless integration while safeguarding business continuity in a highly sensitive environment.

What set this engagement apart was the extraordinary trust placed in CDx: during a critical leadership gap, Mr. Yap was appointed as Proxy IT Vice President in Indonesia, taking on executive-level responsibility for IT operations. This endorsement highlighted not only technical competence, but also the integrity, reliability, and leadership confidence that PLCs demand from their partners. Through this role, CDx ensured uninterrupted operations and service continuity during a period of significant organizational change.

This achievement demonstrates how a boutique consultancy can deliver PLC-level outcomes—anchoring enterprise-scale projects with agility, trust, and service excellence. With repeat engagements, leadership endorsements, and proven results, CDx continues to embody the very spirit of the SME Platinum Business Award in Outstanding Professional Services.





FBE ENTERTAINMENT GROUP SDN BHD

DON HOE FILM DIRECTOR

Don Hoe is a Malaysian film director and producer, and the founder of FBE Entertainment Group. To date, he has produced more than 16 films, including local hits and international co-productions.

His notable works include:

* I Am Kelefe — releasing during Chinese New Year 2025, an inspiring comedy about dreams and perseverance; Official Selection at the Kota Kinabalu International Film Festival.

* Returning Home — an inspiring story about frontliners, which won Best Foreign Film in China.

* Olympic Dream — starring Maya Karin, this film has won more than 60 international awards, including Best Director at the Cannes World International Film Festival, Best Actress at the London International Film Festival, and Best Film at the New York Asian International Film Festival.

Don Hoe's films have earned wide recognition at international film festivals, including Best Foreign Director at the China Asia Youth Film Festival, and multiple selections across global film markets. His works are celebrated for blending heartfelt storytelling with strong commercial appeal.

As one of Malaysia's new-generation filmmakers, Don Hoe is committed to bringing local stories to the global stage while fostering cross-border collaborations, especially with China.

Beyond filmmaking, Don Hoe has been conferred state



honors by the Penang Yang di-Pertua Negeri (TYT), receiving the PKT, PJK, and PJM medals. He also serves as the President of the Penang Film & Cultural Association, the Secretary-General of the Malaysian Film Directors Association, and is the Immediate Past District Governor of Lions Clubs International.





FT CONSULTANCY & COACHING SDN BHD

TEOH LI HOON
FOUNDER & DIRECTOR

I am deeply honored to be recognized with the SME Outstanding Professional Award, a milestone that reflects not only my personal journey but also the vision and values of my company, FT Consultancy & Coaching Sdn Bhd.

With over 18 years of professional experience, I am a licensed tax agent approved by the Ministry of Finance and a proud member of both the Malaysian Institute of Accountants (MIA) and the Chartered Tax Institute of Malaysia (CTIM). Since my university days, I have carried a strong passion for taxation—believing that businesses can only thrive sustainably when they are empowered with the right knowledge, strategies, and compliance practices.

FT Consultancy & Coaching was founded with a mission to guide SMEs and MNCs through complex tax challenges, particularly in the areas of tax audits, investigations, and appeals. Over the years, my team and I have helped numerous clients reduce tax exposure, resolve disputes with the authorities, and achieve peace of mind. Each success story—whether saving a client from heavy penalties or equipping entrepreneurs with the confidence to face regulatory change—has reinforced my commitment to service excellence.

Beyond consultancy, I am passionate about education and advocacy. Through training programs, seminars, and social media platforms such as YouTube, tik tok and Xiaohongshu, I actively share tax insights in simple, relatable ways. This effort has extended to grassroots levels, including invitations by business associations to educate members about new requirements such as e-Invoicing. My belief is that knowledge should not be exclusive; it should be shared widely so that businesses of all sizes can benefit.

Winning this award is not the destination, but a reminder of the responsibility I carry—to inspire trust, empower businesses, and nurture the next generation of professionals. Moving forward, I am committed to expanding FT's impact regionally, embracing digital transformation, and continuing to uphold the values of integrity, professionalism, and passion that define our journey.

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GLOBAL HEMISPHERE GROUP SDN BHD

JOYLINE CHAI NYUK CHUAN
MANAGING DIRECTOR



Joyline Chai's professional journey is a testament to her unwavering commitment to sustainability and global youth development, with a distinct focus on Small and Medium-sized Enterprises (SMEs, PLC and MNC). As the Executive Chairman and CEO of Global Hemisphere Group, she has successfully transitioned from a dedicated community leader to a nationally recognised sustainability consultant, specifically empowering the SME sector. Her success story is not merely one of corporate achievement, but of a personal mission to make sustainability accessible and profitable for SMEs.

A key turning point in her career came with her deep involvement in JCI (Junior Chamber International), where she spent over a decade (12 years) serving in pivotal roles. From her early position as JCI Malaysia Global Goals Commission Chairlady to her current advisory role, she demonstrated an innate ability to lead and inspire. This culminated in significant international recognition, including the "Most Outstanding Member" award at the 2023 JCI World Congress in Zurich and the "Most Outstanding Appointee Chairperson" at the 2024 JCI World Congress in Taiwan. These accolades cemented her status as a global leader in skills development and ESG advocacy, providing a strong foundation for her corporate career.

Her business, Global Hemisphere Group, is a direct extension of this mission. The company's success is rooted in its unique position at the nexus of policy, corporate consulting, and community action, with a

particular emphasis on the SME ecosystem. Joyline's active participation in Malaysia's Voluntary National Review (VNR) Working Groups gives her a rare, firsthand understanding of national sustainability policy, allowing her to offer unparalleled, future-proof advice to SME clients.

Through her company, she has not only advised major corporations like RHB Bank and CIMB Bank but has also empowered over 300 SMEs to embark on their ESG journeys. This has been a key part of her success demonstrating that sustainability is not just for large businesses but can be a core strategy for growth at every level. The impact of her work is quantifiable: she has conducted over 1000 hours of training and influenced more than 350,000 individuals, making her a true force in the sustainability landscape. Her story is a powerful narrative of how personal passion, when combined with professional expertise, can create a lasting legacy of impact for the SME community.



HARINI MANAGEMENT SERVICES SDN BHD

V.S.GANESAN

PUBLISHER & CHIEF EXECUTIVE OFFICER

With more than 38 years of experience in publishing, marketing and strategic management, VS Ganesan has built a distinguished career that reflects both resilience and innovation. Today, as CEO and Publisher of Harini Management Services Sdn Bhd, he continues to shape the Malaysian publishing landscape by producing bespoke, high-quality publications that connect industries, associations and businesses.

Ganesan's career began in the late 1970s at the New Straits Times, where he honed his skills in circulation and marketing. In 1980, he joined Berita Publishing, where he rose to become Marketing Director. During this time, he represented the industry as Vice-Chairman of the Magazine Publishers Association (2003–2007) and Director of the Audit Bureau of Circulations (2003–2007).

In 2007, Ganesan became General Manager at MPH Group Magazine, where he oversaw notable works such as the Homedec quarterly magazine, the EUMCCI Review, the biography of Tan Sri Mustapha Kamal and a coffee table book for the 30th Anniversary of the Shopping Malls Association.

In 2015, Ganesan embarked on his entrepreneurial journey by founding Harini Management Services. The company is today a trusted partner to major associations and corporations, conceptualising, producing and publishing scores of magazines, and books, on both regular and special project basis, including:

- SME Connect (magazine for the SME Association of Malaysia)
- Malaysia Retailer (MRCA)
- Direct Seller (Direct Selling Association)
- my.IT magazine (PIKOM)
- LiveWell 360 magazine (KL Wellness City)
- MIIP (Malaysia Interior Industry Partners Association)
- BE Business Event (MACEOS)
- Creativity and Design (Malaysian Gifts and Premium Association)
- Malaysia Entrepreneur Development (PUMM)
- Invention Asia (ITEX Exhibition)
- Up (Global Strategic Partners)
- 25th Anniversary 2017 coffee table book (MACEOS)
- 40th Anniversary Coffee Table Book (Shopping Mall Association of Malaysia)

Visit <https://issuu.com/harini.mservices/docs> for the latest editions.

Beyond his corporate achievements, Ganesan has consistently pursued professional growth, attending conferences and training programmes. His commitment to lifelong learning is matched by the recognition he has received, including appreciation awards and certifications of gratitude from MRCA, MIIP, PIKOM, MACEOS and the Direct Selling Association.

From a young executive at NST to a leading publisher and entrepreneur, VS Ganesan's journey is a testament to perseverance, vision and the power of relationships. His success story is not only about building a business but also about nurturing Malaysia's publishing industry, ensuring it remains vibrant, relevant and impactful.



HERNANCRES TAX CONSULTANCY SDN BHD

DESMOND ANIL
DIRECTOR

Founded in 2012, Hernancres Services Sdn Bhd has grown from a boutique tax consultancy into one of Malaysia's most respected corporate advisory firms, with operations in Kuala Lumpur, Johor, Sabah, and Labuan. Over the past 15 years, Hernancres has built a reputation for excellence in transfer pricing advisory, Labuan incorporation and compliance, corporate tax planning, outsourced accounting, and e-invoice consultation, serving a diverse client base ranging from ambitious SMEs to multinational corporations.

At the heart of this success story is Desmond Anil, Founder and Managing Director of Hernancres. A Fellow of ACCA (FCCA), Fellow of the Chartered Tax Institute of Malaysia (FCTIM), Chartered Accountant (CA(M)), and Certified SST Consultant by the Royal Malaysian Customs, Desmond is a recognized thought leader in tax and compliance. His expertise spans transfer pricing strategy, tax audit representation, and digital tax transformation, including leading e-invoicing rollouts in Europe and Southeast Asia.

Desmond's leadership philosophy centers on integrity, client partnership, and innovation. Under his guidance, Hernancres has become more than just a compliance service provider — it is a strategic partner helping clients optimize operations, mitigate risks, and expand confidently into global markets. The firm maintains strong collaborations with key institutions such as SME Association of Malaysia, MIDA, MITI, and regional chambers of commerce, ensuring its clients stay ahead of regulatory and industry developments.



Beyond technical excellence, Hernancres is passionate about empowering business leaders through education. The firm regularly conducts seminars, masterclasses, and conferences to equip SMEs with knowledge in transfer pricing, tax planning, and compliance, positioning Hernancres as a knowledge hub for the business community.

Today, Hernancres is proud to be recognized by professional bodies including CTIM, ACCA, MIA, MAICSA, and FMM, affirming its commitment to professionalism and quality. Looking forward, Hernancres is expanding its role as a catalyst for business growth by launching a dedicated professional training and conference arm, further supporting Malaysia's SMEs in becoming globally competitive.

Hernancres' journey is a testament to its guiding vision: to be the most trusted and influential business advisory firm in ASEAN, empowering SMEs and corporations to expand globally with confidence through world-class tax, transfer pricing, and financial solutions.



LEE GAN TEO & WONG

MATTHEW LEE MING LOONG
LEX TEO GUAN SENG
MANAGING PARTNERS

DRAKE LEONG JIA YOW
STRATEGIC BUSINESS ADVISOR

Over the past three years, Lee Gan Teo & Wong has continued to strengthen its position as a leading multiservice law firm in Malaysia. In 2022, the firm was honored with the Most Comprehensive Multiservice Law Firm – Malaysia award by APAC Insider, and our Managing Partner, Mr. Matthew Lee, was named Corporate Law Attorney of the Year (Malaysia). Building on this momentum, in 2023 we were recognized as one of the Top 10 Most Promising Corporate Legal Consultants in Malaysia by Asia Business Outlook, and also received the Best Real Estate Law Firm – Malaysia award from APAC Insider. Beyond accolades, the firm expanded its panelship with major banks and financial institutions, secured appointments as retained legal advisors to leading regional corporations across Malaysia, Indonesia, Singapore, Hong Kong, and Labuan, and successfully managed high-value property development projects and cross-border corporate transactions. These achievements reflect our firm's continued commitment to excellence, innovation, and delivering solution-driven legal services to a diverse client base.



LEADERSHIP • INTEGRATION • SUSTAINABILITY



**Manjit Singh Sachdev,
Mohammad Radzi
& Partners**

MANJIT SINGH SACHDEV, MOHAMMAD RADZI & PARTNERS

**ALVIN LEE KONG LOONG &
DATO' MANPAL SINGH SACHDEV**
MANAGING PARTNER & SENIOR PARTNER



Founded in 1981, Messrs Manjit Singh Sachdev, Mohammad Radzi & Partners has grown into one of Malaysia's leading law firms. From its modest beginnings, the Firm has steadily evolved into a sizeable practice comprising more than 75 practising lawyers and nearly 260 dedicated support staff. Its headquarters are located in Kuala Lumpur, with an extensive network of branches across Kota Damansara, Subang Jaya, Klang, Cheras, and Johor Bahru City Square.

Over four decades, the Firm has built a reputation for delivering comprehensive legal services to a wide spectrum of clients—ranging from national and multinational corporations, financial institutions, developers, entrepreneurs, statutory bodies, and management consultants to private individuals seeking trusted counsel. This breadth of clientele reflects the Firm's ability to balance corporate sophistication with accessibility to the ordinary man on the street.

Beyond its achievements in the courtroom and boardroom, the Firm's strength lies in its people. Many of its staff have served for over 25 years, forming the backbone of the Firm and embodying its culture of loyalty, teamwork, and excellence. This enduring commitment has created a stable, supportive environment that drives long-term success.

The Firm's leadership is carried forward by a distinguished team of partners:

- Dato' Dr Manjit Singh Sachdev, Founding Partner

- Mr. Alvin Lee Kong Loong, Managing Partner
 - Dato' Manpal Singh and Ms. Tan Shao Jia, KL Litigation Partners
 - Encik Zafuan, Mr. Colin Phang, and Ms. Low Pei Ling (KL2), KL Conveyancing Partners
 - Mr. Alex Loh, Kota Damansara Conveyancing Partners
 - Encik Dir Kheizwan, Subang Jaya Litigation Partner
 - Ms. Evonne Ang, Subang Jaya Conveyancing Partner
 - Mr. Chan Chee Choong and Ms. Chiah Yoke Li, Klang Conveyancing Partners
 - Ms. Jessica Woon, Cheras Conveyancing Partner
 - Mr. Gurbinder Singh, Johor Bahru Litigation Partners
 - Mr. Benny Soh, Conveyancing Partners
- Together, they exemplify the values and vision of the Firm.

Through its remarkable growth, commitment to excellence, and deep-rooted culture of integrity and service, Messrs Manjit Singh Sachdev, Mohammad Radzi & Partners continues to stand as a beacon of legal expertise, trusted by clients and respected across the nation.



MR ACADEMY INTERNATIONAL SDN BHD

LIM TZE CHING
RETAIL CONSULTANT MANAGER

Founded in 2022, MR Academy has rapidly grown into Malaysia's first and leading retail-focused education platform. With a mission to advance retail education and reshape the future of the industry, MR Academy has empowered thousands of business owners to transform their operations and achieve sustainable growth.

Marcus's journey began with his own experience in the retail sector. Starting from a pharmacist background, he witnessed firsthand the challenges store owners face—tight margins, lack of systems, and the gap between theory and practical execution. Determined to make a difference, he established MR Academy with a bold vision: to be the benchmark for retail education in Southeast Asia.

In just three years, MR Academy has achieved remarkable milestones. The Academy pioneered the "Retail Hospital" model, providing a full-chain solution of Diagnosis → Education → Strategic Advisory → Execution. This approach directly addresses real operational pain points, making the Academy stand out from general training institutions. Over 4,000 paid enrollments across 60 programs between 2022 and 2025 attest to the impact MR Academy has made on the SME landscape.

The Academy's curriculum is built on five core values: Dedication, Integrity, Gratitude, Innovation,

and Professionalism. Among them, Dedication remains the soul of the brand—reflecting Marcus's personal belief that every entrepreneur deserves practical guidance to succeed. By assembling a specialized consultant team, MR Academy ensures its programs deliver not only knowledge but actionable strategies that create measurable results.

Today, MR Academy is more than an education provider; it is a trusted partner for SMEs navigating the complexities of retail. Its success story is not only about numbers and awards, but also about the countless entrepreneurs who have regained confidence, stabilized their businesses, and found new growth paths.





MYCA CORPORATE HUB SDN BHD

SUNNY CHAI
MANAGING DIRECTOR



MyCA Corporate Hub Sdn. Bhd. also known as MyCA Accountants and Advisors was founded by Sunny Chai, a dedicated accountant from Sabah with a strong belief that financial expertise should go beyond compliance to truly help businesses grow. With years of professional experience in accounting, tax, and advisory, Sunny observed that many SMEs in Sabah struggled not because of lack of effort, but because they lacked the right financial insights to guide their decisions. This inspired him to establish MyCA Accountant & Advisors with a clear mission: to serve clients with value-added services through financial expertise, enhancing their business growth.

From its early beginnings as a boutique accounting practice, Sunny shaped MyCA's philosophy of "Creating Value Through Numbers". He envisioned a firm where numbers are not just reports but strategic tools to drive business decisions, mitigate risks, and unlock opportunities. Under his leadership, MyCA steadily expanded its services from compliance-based accounting to include corporate advisory, tax planning, and restructuring. In 2017, with the leadership of Sunny, MyCA successfully acquired a local Audit and Tax firms which make MyCA Accountants & Advisors today.

One of the firm's defining milestones came when Sunny anticipated Malaysia's shift toward e-invoicing. Instead of seeing it as just another regulatory hurdle, he saw the opportunity to help businesses transition smoothly into digital compliance. MyCA became one of the first in Sabah to provide e-invoicing advisory, guiding SMEs through change while simultaneously boosting efficiency and competitiveness. This positioned the firm

as a forward-thinking advisor rather than just a service provider.

Sunny also champions community and education. Under his direction, MyCA collaborates with the associations & NGO to deliver financial literacy programs and advisory talks. He strongly believes in nurturing future talent, offering internships to accounting students and creating an environment where young professionals can grow with mentorship and exposure to real-world challenges. Today, MyCA has grown into a trusted brand in Sabah's professional services industry. The firm has achieved steady revenue growth, diversified service offerings, and built lasting client relationships—many gained through referrals. Sunny attributes this success to a clear vision, continuous innovation, and an unwavering commitment to clients.

From humble beginnings to becoming a recognised advisor in the region, Sunny Chai's journey reflects the belief that with integrity, foresight, and dedication, a local firm can make a significant impact—helping businesses thrive while contributing to the growth of the wider community in Sabah.



NG & CO

ADVOCATES & SOLICITORS

NG & CO

SUCY NG
OWNER

Founded in 2000, NG & CO Advocates & Solicitors has grown into a respected full-service law firm in Sabah, offering expertise across corporate and commercial law, property development, project financing, conveyancing, and dispute resolution. The firm's philosophy has always been to balance professional excellence with personal attention, ensuring clients receive not only sound legal advice but also practical, solutions-oriented service tailored to their needs.

At the heart of NG & CO's success is its founder and Managing Partner, Mdm. Sucy Ng Lee Fong. Her personal journey embodies the values that underpin the firm. Beginning her career in 1976 as a clerk at Sabah Electricity Board, she later pursued studies in the United Kingdom, first in business and then in law. Called to the Bar of England and Wales in 1988 and admitted to the High Court of Borneo in 1989, she went on to build a practice spanning more than three decades. Her work has covered both litigation and advisory matters, including corporate finance, joint ventures, project development, and high-stakes commercial disputes.

Under her leadership, NG & CO has become known for handling complex, high-value matters while maintaining the accessibility and responsiveness of a boutique practice. The firm has acted for financial institutions, developers, and corporations, advising on multimillion-ringggit project financings, Islamic financing facilities, and cross-border commercial arrangements.

Beyond her professional achievements, Mdm. Sucy has consistently extended her expertise to society. She has been instrumental in fostering cross-border legal cooperation, contributing to initiatives linking the Sabah Law Society with institutions in China and ASEAN. These partnerships have created new opportunities for knowledge exchange and international collaboration.

Equally, she has demonstrated a strong commitment to community service. Mdm. Sucy serves as legal adviser to charitable organisations including The Salvation Army, Caring for the Future Malaysia, and the Starfish Malaysia Foundation, each dedicated to supporting vulnerable and underserved communities. She has also assisted in establishing several non-profit organisations in Sabah, reflecting her belief that law should be used as a tool for social good.

Today, NG & CO stands as a firm shaped by integrity, diligence, and trust. Its growth over the past 25 years is a reflection of both its professional strength and the values instilled by its founder, whose journey from modest beginnings to leading a respected practice continues to inspire.



PAN KINETICS SDN BHD

HARRY TAN HUI ANN
MANAGING DIRECTOR



Harry Tan Hui Ann has over 35 years of experience in the Datacentre and Mission-Critical Infrastructure industry, playing a pivotal role in building reliable and secure digital foundations across Malaysia and Southeast Asia.

A graduate in Electrical Engineering from the National University of Malaysia, Harry began his career with Liebert Malaysia in 1987, a leading turnkey solution provider for datacentres and mission-critical facilities. He spearheaded pioneering projects for major banks, oil & gas companies, government agencies, and airlines. In 1992, he took on the role of Head of Liebert's operations in Indonesia, and in 1999, he was appointed Global Service Director in Singapore, overseeing regional operations and major datacentre support services. His extensive experience across the region laid the groundwork for his entrepreneurial journey.

In 2003, Harry founded Pan Kinetix, with the vision of delivering integrated, world-class solutions for mission-critical facilities. Under his leadership, the company has successfully executed landmark projects for Digi, VADS, West Port, and other prominent organizations, significantly contributing to Malaysia's digital economy. His expertise also extends internationally, supporting the design and commissioning of Tier III-certified datacentres in Indonesia and Vietnam.

Beyond corporate success, Harry is a passionate advocate for sustainability and social responsibility. He serves as the Exco of the ESG Association of Malaysia and as a Council Member of the SME Association

of Malaysia and involve in ESG Bureau Committee, championing ESG adoption and green technology initiatives across industries.

Harry's career exemplifies vision, resilience, and impact. Through his leadership, he continues to shape the datacentre and mission-critical infrastructure landscape, inspire professionals, and promote a more sustainable future for businesses and communities alike.





RTC

Advocates & Solicitors

RICHARD TEE & CHIN

RICHARD TEE SZE PING
FOUNDER & SENIOR PARTNER

GRACE CHIN HAW YIING
CO-FOUNDER & SENIOR PARTNER

Richard Tee, the Founder, established Richard Tee & Co as a sole proprietorship in 1994. As businesses and clientele increased, Richard Tee has strategically chose to grow his brainchild RTC. In the year 2013, Richard Tee & Chin (RTC), the Firm, was established. Since then, the Firm has developed and evolved into an established and reputable medium-size boutique law Firm in Kuala Lumpur, with 8 or 9 lawyers offering a wide range of quality legal services.

Richard Tee:

Senior Partner of the Firm. A graduate of University of Wales, Aberystwyth, United Kingdom & was admitted to the Malaysian Bar in 1992. He is the Head of Litigation in the Firm and has vast experience in handling wide range of cases at all level of courts including High Courts, Court of Appeal and Federal Court. Mr Richard Tee is also very active in alternative Dispute Resolution, Mediation & Arbitration.

Grace Chin:

Senior Partner of the Firm. A graduate of the University of London and was admitted to the Malaysian Bar in 1999. She is the Head of Corporate & Conveyancing Department in the Firm, dealing with wide range of Corporate, Commercial, Real Estate, estate and succession related matters. In addition, she is also involved in General Litigation.

Caryn Shua:

Junior Partner of the Firm. Graduated from the University of London and was admitted to the Malaysian

Bar in 2014. She is involved in General Litigation as well as matrimonial and estate matters.

The Firm's engagement

The Firm prioritizes responsibility, accountability, innovation, regulatory compliance, and client-centric service to remain competitive and future-ready.

In addition to practicing law, the Firm's solicitors have a strong interest in social and community service and are actively involved in a number of NGOs, societies, and associations. Serving and contributing to our society is our top priority.

The Firm has continued to expand steadily with the goal of become a preeminent legal practice known for its expertise, perceptions, and progressive outlook.

*"We are the General of Law,
 We strategies, We negotiate, and We Conquer"*

UNITY KITCHEN®
.Born to Build.

UNITY KITCHEN (KL) SDN BHD

LOOI CHEE EN (ERNY)
MANAGING DIRECTOR

LOOI CHEE SIANG (PATRIC)
OPERATING DIRECTOR



Unity Kitchen (KL) Sdn Bhd was founded with a simple yet powerful mission: to deliver happiness to every home through intimate and professional cabinetry services. From humble beginnings in the Klang Valley, the company has steadily grown into one of Malaysia's most trusted names in customized kitchen cabinets and built-in solutions, with operations now spanning the Klang Valley and Seremban, and plans underway to expand into Penang.

What sets Unity Kitchen apart is its commitment to being the first and only in many industry-defining innovations. The company pioneered Malaysia's first Anti-Cockroach Kitchen Cabinet, addressing a long-standing household concern and setting a new benchmark for hygiene. It also introduced the ENF Super Solid Plywood Cabinet, a water-resistant, fire-resistant, and termite-resistant solution engineered specifically for Southeast Asian conditions. Further innovations include UnityLive, Malaysia's first CCTV-enabled installation monitoring system, and U-Care, a complimentary after-sales care program. These innovations reflect Unity's belief that true customer satisfaction comes not only from product quality but also from peace of mind, transparency, and long-term reliability.

Unity Kitchen's success story is also one of people and culture. With Malaysia's largest fully in-house installation team, the company maintains end-to-end control over service quality while creating employment and training opportunities for local talent. Internally,

its culture of recognition — from PlayDay bonding activities to performance-based bonuses — fosters loyalty, teamwork, and alignment with the company's values.

Market recognition has followed this consistent focus on innovation and service excellence. Unity Kitchen has earned the trust of over 10 top developers, partnered with more than 40 Key Opinion Leaders across both Chinese and Malay markets, and operates a 120,000 sqft factory to meet growing project demand. Along the way, its dedication has been acknowledged through prestigious awards such as the Sin Chew Business Awards and SOBA, reinforcing the company's credibility and industry leadership.

Today, Unity Kitchen stands as a symbol of customer-first innovation, sustainability, and reliability. By combining technology, design expertise, and heartfelt service, the company is redefining how homeowners experience cabinetry. As Unity Kitchen expands across Malaysia and into the region, its story continues to be one of passion, perseverance, and purpose — turning everyday cabinets into a source of long-term happiness for families.



YEOW & SALLEH

Delivering excellence in legal expertise

YEOW & SALLEH

CALLUM YEOW KER KEN
PARTNER OF YEOW & SALLEH

Founded in May 1994 by our Managing Partner, Dato' Yeow Wah Chin, Messrs. Yeow & Salleh is a seasoned law firm with over three decades of experience in legal practice. The firm is recognised for its strong focus on corporate, commercial, banking, and finance matters, supported by an established conveyancing practice. Over the years, we have acted for leading banks, financial institutions, developers, contractors, and trading companies, consistently delivering results with professionalism and integrity.

Our reputation is built on providing comprehensive and practical solutions to complex transactions, ranging from multi-million ringgit financing deals to high-value property matters. In recent years, we have successfully expanded our portfolio to include a wide range of corporate and commercial work, while continuing to serve as a trusted panel law firm for prominent financial institutions. At Yeow & Salleh, we are committed to excellence, client-focused service, and building long-term relationships founded on trust and reliability.

Personal background:

Callum Yeow began his career in corporate law, gaining experience in mergers and acquisitions, disposals, and IPOs. He later transitioned into

corporate & commercial banking and finance, and conveyancing, a move that proved both natural and rewarding. Callum Yeow quickly discovered his passion for corporate & commercial banking and property work, and within just one year, he has successfully completed multiple multi-million-ringgit transactions for banks, corporate clients and SME clients.

His growing portfolio now spans across corporate banking, finance, and property transactions. Today, Callum continues to expand his practice, dedicated to providing clients with reliable, effective, and personalised legal services built on trust, professionalism, and integrity, while striving to deliver long-term value and lasting relationships.



LEADERSHIP • INTEGRATION • SUSTAINABILITY



STRATEGIC

PLATINUM

**RETAIL
EXCELLENCE
AWARD**

SME
MALAYSIA



VERY MART SDN BHD

ALAN LING
BUSINESS DIRECTOR



Very Mart Sdn. Bhd. (Very Mart) was first established in 2003 with the name of Kedai Paling Murah (KPM) in the town centre of Miri, Sarawak where it was later going through corporatisation and branding exercises in line with its expansion plan in 2013.

Since then, Very Mart is growing slowly and steadily which is currently operating daily with four outlets. The outlets are located at Centre Point, Batu Niah, Tudan and Senadin and will be expanding to Permyjaya and Saberkas in the fourth quarter of this year to cater for the needs of the local community there.

Very Mart is renowned for its plastic and packaging products offering very competitive wholesale prices of all its products to customers like food and drink hawkers, caterers, coffee shop operators, restaurants and cake sellers.

The company adopted a slogan of "Retail Outlet, Wholesale Price" to demonstrate its unwavering commitment to the market and had since its establishment gained much trust from the market to earn its name and good reputation.

Very Mart understands the important of giving back to the society where we do business. To show care and our appreciation to the local community, Very Mart emphasised a lot on Corporate Social Responsibility (CSR) exercise by supporting the local schools and associations through various sponsorship schemes and will continue to do so in the future.

Very Mart believes in forging long term mutually beneficial relationship with the customer and community and thus will be introducing its loyalty programme soon to further benefit the customer.

Very Mart is supported by sound financial resources, talented human capital and decades long experiences in conducting retail and wholesale businesses, and is always at the forefront for sustainable development and business expansion opportunity.

PLATINUMUM

RISING STAR AWARD

SME
MALAYSIA



HORNBILL AGRICULTURE SDN BHD

ALAN WEI HUA FOUNG
FOUNDER & MANAGING DIRECTOR



Hornbill Agriculture Sdn Bhd is a regenerative farming enterprise founded by Alan Wei Hua Fong, a farmer-turned-social entrepreneur who transformed his passion into purpose after witnessing the struggles of rural farmers firsthand. What began in 2014 as a modest 5-acre farm has grown into a multi-farm, vertically integrated business operating over 135 acres with plans to scale to 1,000 acres by 2027.

Rooted in Sarawak, Malaysia, Hornbill Agriculture is built on a regenerative model that prioritizes soil health, biodiversity, and rural empowerment. The company operates a full “seed-to-shelf” value chain—producing chemical-reduced fruits and vegetables, distributing via its own retail outlet Farm Direct Shop, and delivering traceable produce directly to consumers, wholesalers, and institutional clients.

Hornbill’s growth strategy is uniquely capital-light. Instead of buying land, the company forms joint ventures with private landowners and state agencies to revive idle farmland. This model enables rapid scaling without excessive debt while creating local jobs and engaging underserved communities in the agriculture value chain.

In just three years, Hornbill Agriculture has tripled its production capacity, opened retail outlets, and secured over RM1.1 million in investor capital—including

international backers. Its founder, Alan Wei, has been recognized as one of Asia Pacific’s 50 Leading Lights in Kindness & Leadership and selected as a 2024 Acumen Fellow for his impact-driven leadership. Under his guidance, the company also became a Top 10 finalist at Startup World Cup Malaysia 2025.

Beyond profits, the company has created 50+ rural jobs, developed HRDC-certified training modules, and reduced chemical inputs by 40% through composting and BIMO (Beneficial Indigenous Microorganism) technology. Through research collaborations with the Sarawak Agriculture Research Centre and Sarawak Digital Economy Corporation, Hornbill continues to refine its regenerative approach and expand access to nutritious, ethically grown food.

Hornbill Agriculture’s success lies in its unique fusion of tradition and innovation, impact and income. By building an ecosystem that restores the land, uplifts farmers, and feeds communities, Hornbill is setting a bold new standard for agriculture in Southeast Asia—and beyond.



INHOME SOLAR SDN BHD

MAX TIN CHUAN WEI
MANAGING DIRECTOR

Energising Malaysia's Future, One Roof at a Time

Inhome Solar Sdn Bhd, a proud member of the Inhome Group, is a leading provider of solar energy solutions in Malaysia. We serve residential, commercial, and industrial sectors with end-to-end expertise in solar system design, installation, and maintenance. Our mission is clear—to empower Malaysians with clean, reliable, and cost-effective energy solutions while promoting a sustainable future for generations to come.

We take pride in several key milestones that reflect our commitment to excellence and innovation. Inhome Solar is ISO 9001:2015 and ISO 14001:2015 certified, a registered SEDA solar provider, and recognized in the Malaysia Book of Records for the fastest solar panel installation. With over 10,000 completed installations and a 99% customer satisfaction rate, we are trusted by thousands of homeowners and businesses nationwide—backed by 100+ five-star reviews.

What sets us apart is our unwavering focus on quality, customer care, and speed of execution. Our team combines deep industry experience with cutting-edge technology to ensure efficient delivery and top-tier after-sales service. Every project is handled with integrity, precision, and a passion for creating greener communities.

To drive further growth, we are expanding into emerging

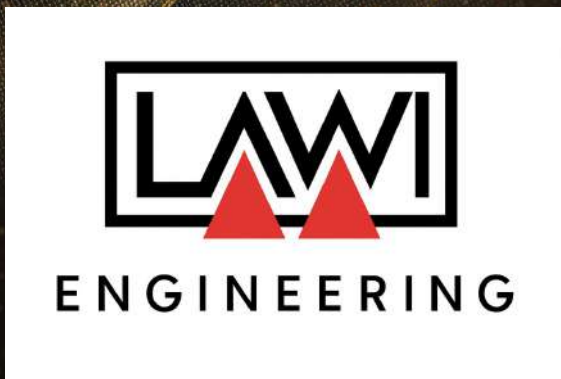
markets across Malaysia, enhancing digital capabilities, and introducing smart energy solutions such as integrated battery storage and flexible financing plans. These steps are part of our broader strategy to make solar energy more accessible and practical for all Malaysians.

In the near term, our focus is to scale operations and strengthen our presence nationwide. Long-term, we aspire to be the most reputable, customer-centric solar brand in Malaysia, contributing meaningfully to the national renewable energy target and the global shift toward carbon neutrality.

Inhome Solar deserves the Golden Bull Award because we embody the values of innovation, sustainability, and entrepreneurial excellence. We don't just install solar systems—we enable people and businesses to take control of their energy future.

As our Director puts it:

“We are committed to our core values of integrity and service excellence. In the context of global energy transition, we aim to become Malaysia's most reputable and customer-focused solar company—building a sustainable future through innovation and quality.”



LAWI ENGINEERING (M) SDN BHD

RATHAKRISHNAN ARUMUGAM
DIRECTOR



Lawi Engineering (M) Sdn Bhd, incorporated in 2010, is a Malaysian engineering company that has proudly marked 15 years of establishment as a trusted partner in the energy and industrial sector. As part of the internationally recognized LAWI Group, the company leverages advanced German technology and local expertise to deliver reliable, efficient, and sustainable engineering solutions.

Over the years, LAWI Engineering (M) has built a strong reputation in waste-to-energy (WTE), biomass power generation, and thermal process engineering. Its patented multi-fuel EtaComb furnace technology offers clients flexibility in fuel sources, ensuring stable operations even under varying fuel supply conditions. This innovation has positioned the company as a leader in medium-scale solid waste and biomass energy projects across Malaysia and the wider region.

The company provides end-to-end services, covering engineering design, procurement, fabrication, construction, commissioning, and long-term maintenance. With this integrated approach, LAWI Engineering (M) supports clients through every stage of their projects, from concept to completion and ongoing optimization.

For 15 years, LAWI Engineering (M) Sdn Bhd has combined global know-how with local execution,

offering reliable solutions that meet strict environmental standards while addressing the growing demand for renewable energy and sustainable waste management. Backed by continuous R&D and a commitment to quality, the company remains focused on expanding its role in shaping Malaysia's renewable energy landscape, while supporting regional projects in Southeast Asia.

Looking ahead, LAWI Engineering (M) continues to uphold its vision of delivering innovative and sustainable engineering technologies that contribute to cleaner energy generation, resource efficiency, and long-term client value. Its 15-year journey stands as a testament to resilience, technical expertise, and dedication to building a greener future.





NINE OCEANIC GROUP SDN BHD

**DR ADAM LAW YI NIAN PJK
KOLONEL BERSEKUTU (PA) DATO'
DR. PETER WONG KOK WAI
FOUNDERS**

9 Oceanic Group stands as a testament to visionary entrepreneurship in Malaysia's marine tourism sector. Founded in early 2024 by two determined partners, Kolonel Bersekutu (PA) Dato' Dr. Peter Wong and Dr. Adam Law PJK, the Group has rapidly evolved from concept to operational excellence through its flagship venture – the acclaimed Nia Semporna Overwater Villa Resort.

Our journey began with meticulous planning, from fundraising strategy and architectural design to navigating complex regulatory frameworks. Within a remarkably short timeframe, we successfully completed Phase 1 of Nia Semporna Resort, which is now fully operational and establishing new standards for luxury eco-tourism. The resort currently features 20 meticulously designed overwater villas – including Semporna's only double-storey overwater suites – each offering direct ocean access and panoramic sea views, positioned competitively at RM1,500-2,000 per night.

What distinguishes 9 Oceanic Group is our vertically integrated ecosystem. Beyond the resort, we have strategically established complementary subsidiaries including a marine vessel company with five boats for island hopping and water activities, a travel agency for direct marketing and ground operations, and upcoming ventures that will redefine adventure tourism in Sabah. Our expansion includes introducing leisure seaplane services for spectacular aerial tours of Semporna's

coastline, offering guests a breathtaking perspective of the islands from above, alongside onshore skydiving operations for adrenaline-seeking visitors. These distinct experiential products create unique revenue streams while positioning us as complete adventure tourism providers.

Our success story is one of precision execution and market understanding. While the resort remains our core revenue driver – projected to generate RM30 million annually upon reaching 70 villas within two years – our synergistic business model creates multiple growth vectors. The upcoming RM15 million fundraising round will accelerate expansion of villa inventory and development of unique amenities like an overwater multipurpose hall and recreational facilities, while supporting the launch of our aerial adventure services.

At the heart of our achievement lies a commitment to sustainable development and community engagement. We prioritize local employment, environmental conservation, and creating authentic experiences that honor Semporna's natural beauty. As we continue to pioneer integrated marine and aerial tourism, 9 Oceanic Group remains dedicated to elevating Malaysia's position on the global luxury travel map while setting new benchmarks for operational excellence and innovative hospitality concepts.



PRIMEX AUTO DETAILING SDN BHD

KEVIC YOO LIAN HUI
DIRECTOR



Founded in 2016 by automotive enthusiasts Kevic Yoo Lian Hui and Chris Lee Sheng Hong, PrimeX Auto Detailing (PrimeX Auto Detailing Sdn Bhd) elevates vehicle preservation beyond general car care. We've built our standard on a foundation of precision detailing, meticulous cleaning, and comprehensive vehicle aesthetic care.

Every service at PrimeX is poised to deliver quality and excellence, driven by our passion to deliver not just a clean car, but an experience that embodies superior craftsmanship and unrivalled customer satisfaction. To ensure operational excellence, we carefully select the finest range of products to guarantee consistent, high-quality results, no matter the vehicle our customers entrust to us.

Our expertise is officially validated. We demonstrate our commitment to mastery through active participation in official OEM vehicle care certifications and courses from globally recognised brands. The invaluable, stringent training modules provided the foundation for the precision and excellence we bring to every service, positioning PrimeX as one of Klang Valley's foremost automotive detailing centres.

After over a decade in the business, PrimeX continues to achieve positive growth, fuelled by our unwavering focus on customer satisfaction and quality. We are committed to broadening our expertise while empowering our team, which we recognise as the key driving force behind our continuous success, sustaining our reputation for unwavering quality and commitment.





RENN

RENN ASIA WELLNESS

CHEW YI ZHENG
FOUNDER & CHIEF EXECUTIVE OFFICER

A World Free of Health Disorders: The RENN Asia Wellness Mission

RENN Asia Wellness was founded with a bold vision: to create a world free of health disorders. Established in Malaysia, RENN set out to challenge the conventional model of healthcare, where chronic diseases are often managed but rarely reversed. We believed there had to be a better way — one that is evidence-based, personalized, and regenerative.

From the very beginning, RENN positioned itself as an all-rounder health and wellness solution provider, integrating four core pillars: Nutritional & Functional Medicine (NFM), Regenerative Medicine, Traditional Chinese Medicine (TCM), and Physiotherapy. Together, these disciplines form a powerful ecosystem that supports prevention, healing, and long-term vitality. Among these, NFM stands as the cornerstone, offering immense potential in reversing chronic health disorders by addressing root causes such as metabolic imbalance, inflammation, and nutrient deficiencies.

Our philosophy is rooted in the principle of “REN” (人) — humanity. The additional “N” represents “众,” symbolizing society. This reflects our commitment to compassion, responsibility, and trust. In an era where technology dominates, we place equal importance on restoring the human touch in medicine — ensuring that every client

feels truly understood and supported in their wellness journey.

The journey has been marked by milestones that define our growth. Our flagship initiative, the SilverCare Program, was created to help seniors regain their quality of life through accessible, structured care. With a combination of functional assessments, preventive medicine, and wellness activities, SilverCare is not only transforming the lives of older adults but also contributing to the nation by reducing the non-communicable disease (NCD) burden on society. This program reflects our belief that good health must extend beyond individuals to benefit families, communities, and the country at large.

To achieve this, we invested in clinical expertise, rigorous ethical standards, and a hospitality-inspired client experience. This blend of science, innovation, and empathy quickly distinguished us, earning trust in Malaysia’s wellness landscape and setting new benchmarks for integrative healthcare.

We see a future where chronic disorders no longer define lives, where prevention and regeneration replace fear and limitation. Our flagship SilverCare Program reflects this promise — giving seniors back their quality of life while easing the nation’s growing burden of chronic disease. At RENN Asia Wellness, we are not just reimagining healthcare, we are reshaping society’s relationship with health — creating a future where aging is graceful, healing is possible, and humanity flourishes together.



SWAN WEDDING SDN BHD

YONG YOKE SUN
DIRECTOR



Founded in 2022, SWAN WEDDING SDN. BHD. has always held to one belief: beauty should not be a luxury, but a happiness everyone can afford. Guided by the principle of value for money, we focus on helping brides find their dream wedding dress at a fair and reasonable price.

In just three years, the company has grown from Ipoh to Kuala Lumpur and Johor Bahru. Our growth is built on the trust of our customers and the dedication of our team.

Today, we remain true to the same belief. We emphasize teamwork, continuous training, and service quality, keeping customer happiness at the very center of what we do. Our consultants and photographers bring together both experience and youthful passion, creating a gown-fitting journey that feels personal and memorable. From warm consultations to our signature “fairy-like fitting,” every detail is designed to help brides feel cared for and understood.

For us, the greatest success is not measured in numbers or scale. It lives in the genuine smiles and emotions of brides when they see themselves in their gown. Those moments reflect the true spirit of SWAN Wedding—and they continue to inspire everything we do.





THE BEST SOLUTION MANAGEMENT SDN BHD

TS. DR. CHEN SIENG YIN
MANAGING DIRECTOR

Empowering Compliance, Innovation, and Sustainable Growth

Founded in 2017 and headquartered in Kota Kinabalu, Sabah, The Best Solution Management Sdn Bhd (TBS) has grown into a leading certified training and consultancy firm with branches in Lahad Datu, Miri, Johor Bahru, and Selangor. Guided by the vision of Founder & Managing Director, Ts. Dr. Chen Sieng Yin (Sally Chen), TBS is dedicated to advancing sustainability, safety, and compliance while delivering practical, people-focused solutions.

TBS specializes in management system consulting and auditing (ISO series, MSPO, RSPO, ISCC, ESG, SA8000), environmental, social, and safety impact assessments (EIA, SIA, HCV, GHG, CHRA, ERA), corporate training and capacity building (quality, leadership, OSH, food safety), and second-party audits to support supply chain compliance. As a HRD Corp certified training provider, the company is recognized for delivering integrated, action-oriented solutions tailored to client needs.

Ts. Dr. Chen's entrepreneurial journey began in 2014 when she left her career to pursue her dream. By 2018, she had formally established TBS. Starting with a small team driven by a shared vision, they overcame challenges with persistence and earned client trust across East and Northern Malaysia. Today, TBS reflects the power of resilience and shared success.

For Ts. Dr. Chen, success is not individual but team-driven.

"Attitude represents everything, and details determine success or failure."

This belief shapes TBS's culture of proactive, value-driven service.

In the past three years, TBS has achieved significant milestones, including being named Brand of the Year at the 11th International Prestige Brand Award (2023), receiving the Outstanding Women Entrepreneur Award by USCCAkk (2025), and winning the 12th International Teochew Youth Role Model Award – Outstanding Corporate Brand Award (2025). Ts. Dr. Chen herself has also been honored with multiple accolades such as Successful People in Malaysia (2021) and Malaysia Top 50 Emerging Entrepreneur Award (2023).

Looking ahead, TBS is committed to embracing emerging technologies and global trends, while investing in team development to remain at the forefront of innovation and service excellence. With a mission to deliver compliance, growth, and sustainable value, TBS stands as a trusted partner empowering organizations across Malaysia to achieve long-term success.

PLATINUMUM

SERVICE SECTOR EXCELLENCE AWARD

SME
MALAYSIA



CH Home

Building Community Together

CH SERVICES AND SOLUTIONS SDN BHD

TAN TECK CHAI
MANAGING DIRECTOR

For more than a decade, CH Home has been deeply rooted in property assistant services. From initially assisting a handful of overseas landlords in managing their properties, we have now grown to become one of the designated partners for multiple property developers.

Many of our clients either live abroad, out of state or just plain busy, they are unable to personally handle matters such as rental collection, maintenance, and tenant issues. Recognizing this pain point, CH Home pioneered the "Property Assistant" model: not only collecting rent but also serving as landlords' very own trusted eyes and hands in Malaysia.

We collaborate with lawyers, designers, banks, and various professional partners to build a comprehensive property service ecosystem. Through our digitalized system, landlords can easily track rental income and property updates anytime, while enjoying a secured and stable return on their assets.

With standardized processes and attentive service, CH Home has earned the long-term trust of hundreds of property owners.

Looking ahead, we will continue to advance our digital platform with the goal of serving 2,000 landlords, establishing CH Home as the most trusted property assistant brand in Malaysia, and creating a more effortless and comfortable lifestyle for our clients.



LEADERSHIP • INTEGRATION • SUSTAINABILITY



COMONE EXPRESS (M) SDN BHD

TONY NG
DIRECTOR

ComOne Express (M) Sdn. Bhd. 成立于2016年11月。自创立以来，公司一直专注于打造马来西亚跨境物流行业的一体化进出口服务体系。

我们不断提升服务质量、加强运营能力、引进信息技术创新，努力成为东南亚跨境专线物流行业的领军企业。

ComOne 提供海内外仓储、集运、分拣、空运、海运及进口清关等一站式服务，并荣幸成为菜鸟等知名电商平台在东南亚的授权合作伙伴。

目前公司在深圳、广州、东莞、义乌、香港、新加坡、菲律宾等地设有自营分公司，拥有超过500名员工，仓储面积超过400,000平方尺。

我们秉持“专业、高效、创新、共赢”的理念，立志成为东南亚跨境物流领域的领跑者，打造值得信赖的综合物流品牌。



ComOne Express (M) Sdn. Bhd. was founded in November 2016. Since then, we have focused on building a one-stop import and export logistics service system in Malaysia.

We keep improving our service quality, strengthening our operations, and applying IT innovations to become a leading company in Southeast Asia cross-border logistics.

ComOne provides one-stop logistics services including warehousing, consolidation, sorting, air freight, sea freight, and import customs clearance. We are proud to be an authorized logistics partner of major e-commerce platforms such as Cainiao in Southeast Asia.

We have our own branches in Shenzhen, Guangzhou, Dongguan, Yiwu, Hong Kong, Singapore, and the Philippines, with more than 500 staff and over 400,000 square feet of warehouse space.

We follow the values of “Professional, Efficient, Innovative, and Win-win”, aiming to be a trusted logistics brand and a leading company in Southeast Asia.



KX CONSTRUCTION & PROJECT SDN BHD

EUGEN TAN ING KIAT
FOUNDER CUM DIRECTOR

Founded in 2016 and headquartered in Johor Bahru, KX Construction & Project Sdn Bhd is a trusted one-stop solutions provider in residential and commercial construction. Our expertise spans waterproofing, building maintenance, renovation, awning installation, solar energy systems, and upgrading works.

We deliver end-to-end solutions—from professional consultation and design planning to installation and after-sales service—ensuring reliable, efficient, and high-quality results for every client.

Founder & Leadership:

Mr. Tan Eng Jie, Founder & Director, is a Johor Bahru native and a visionary entrepreneur. After years of working abroad, he pioneered the industry ecosystem model, integrating multiple construction-related services—including waterproofing, stone, windows, awnings, and solar energy—into a holistic business platform.

He also leads several companies that complement KX Construction, including:

- Inhome Awning South Sdn Bhd
- Inhome Solar South Sdn Bhd
- Zhong Cheng Stone Sdn Bhd
- Jinsora South Sdn Bhd

Achievements & Recognition:

Mr. Tan's leadership and contributions to the construction sector have earned him multiple prestigious awards:

- Asia Outstanding Entrepreneur Award
- Golden Eagle Award
- Golden Bull Award
- G40 Elite Entrepreneur Recognition

Vision:

KX Construction is committed to driving sustainable growth and advancing the integration of construction and green innovation. Our goal is to provide clients with comprehensive, eco-friendly, and future-ready solutions, setting new standards for the industry.



LEADERSHIP • INTEGRATION • SUSTAINABILITY



TELECONTINENT SDN BHD

JUSRI ONG CHIN YAP
CHIEF EXECUTIVE OFFICER



Telecontinent – Redefining Service Excellence in Malaysia's BPO & Contact Centre Industry

Telecontinent Sdn Bhd, incorporated on December 5th, 2011, has grown into one of Malaysia's most dynamic and trusted outsourcing and consultancy providers, specializing in world-class contact centre solutions. Headquartered at Menara Tokio Marine Life, Kuala Lumpur, with operations across Klang Valley including Bangsar South and Megan Avenue 1, Telecontinent delivers scalable, innovative, and customer-centric solutions that empower organizations to engage their customers effectively—without losing the personal touch.

At the heart of Telecontinent's philosophy lies the powerful integration of People, Process, and Technology, guided by deep Domain Knowledge. This holistic approach allows us to serve as more than just a service provider—we are a strategic business partner and consultant, enabling clients to unlock efficiency, optimize performance, and strengthen customer loyalty. With a workforce of over 1,000 dedicated professionals, Telecontinent continues to scale impact across multiple sectors including telecommunications, healthcare, home appliances, FMCG, ICT, and employment marketplaces.

Telecontinent's journey is marked by a consistent pursuit of service excellence, innovation, and operational transformation. We are proud to have earned prestigious recognitions such as the GBS Asia Awards (2021–2024, Operational Excellence in Contact Centre), CCAM Industry Excellence Award 2024 (Best Outbound Contact Centre), and multiple accolades from global partners

such as Haier and Singtel. These awards underscore our ability to deliver measurable results, including revenue generation, cost optimization, customer satisfaction, and digital transformation.

Our strength lies in delivering end-to-end customer lifecycle management via omnichannel platforms—voice, email, live chat, social media, WhatsApp, and more. From customer acquisition, telesales, and loyalty campaigns to technical support, collections, and analytics-driven insights, we provide comprehensive solutions that accelerate business growth. Clients consistently highlight our professionalism, flexibility, and measurable impact, with proven case studies showing over 200% sales volume growth and substantial improvements in ARPU, customer loyalty, and cost-to-serve metrics.

Beyond operations, Telecontinent invests heavily in talent development, workforce management, digital technology, governance, and compliance, ensuring COPC-certified quality standards, PCI DSS compliance, and global best practices are embedded across every project. This commitment to excellence, innovation, and people development reflects our belief that service excellence is not an act—it is a habit.

In just over a decade, Telecontinent has transformed from a challenger brand into a regional benchmark for service excellence, embodying the spirit of Malaysian SMEs—resilient, innovative, and future-ready. Winning the SME Service Sector Excellence Award affirms our role as a trailblazer dedicated to bringing our clients, employees, and Malaysia's outsourcing industry further, faster, and forward together.



TOP CLICK

TOP CLICK SDN BHD

MIKO CHIA
*CHIEF EXECUTIVE OFFICER &
CO-FOUNDER*

In the fast-evolving digital economy of Southeast Asia, Top Click Sdn Bhd has emerged as a catalyst for business transformation. Since its founding in 2019, the company has grown into a leading digitalisation enabler in Malaysia, helping businesses remain competitive through innovation, technology, and data-driven strategies. Its rapid expansion reflects its success in generating measurable online growth for both SMEs and established brands.

At the heart of Top Click's model is its flagship solution, Total Digitalisation Outsourcing (TDO). This end-to-end service provides businesses with a full spectrum of digital support—from online store setup and marketing to operations and customer service—seamlessly integrated across omnichannel platforms such as Shopee, Lazada, and TikTok. To date, Top Click has successfully digitalised over 4,000 SMEs and continues to manage long-term operations for more than 100 local and international brands.

This transformation is powered by cutting-edge technology. Through 360-degree Big Data Analysis, Top Click delivers deep insights into market trends and competitor benchmarks, ensuring client strategies stay relevant and optimized for maximum returns. Meanwhile, its Smart Inventory Management and AI-driven customer engagement tools drive efficiency, reduce costs, and unlock scalability for businesses navigating the digital landscape.

Top Click's success story is closely tied to its visionary leader, Miko Chia, Group CEO and Co-Founder. A First-Class Honours graduate from the UK Hertfordshire Program, Miko's 15-year career in ICT and digital commerce has shaped Malaysia's digital ecosystem. Early in her career, she rose quickly in regional roles, managing marketing across six ASEAN countries before leading digitalisation initiatives that transformed over 4,000 B2B businesses.

In 2019, Miko co-founded Top Click with just two employees. Under her leadership, the company has grown to 90 staff across four offices, achieving a remarkable 320% compound annual growth rate and profitability growth of over 150x from 2019 to 2024. Recognised as an Approved Technology Supplier and Strategic Platform Partner by Shopee, Lazada, TikTok, and MDEC, Top Click is today one of Malaysia's fastest-growing digital enablers.

Beyond business, Miko champions inclusive leadership—65% of Top Click's leadership team are women—and has launched mentorship programs to nurture young professionals. Her commitment to digital inclusion and sustainable growth has positioned Top Click not just as a service provider, but as a trusted ecosystem partner helping businesses thrive in the digital era.

PLATINUM

WOMEN ENTREPRENEURS AWARD

SME 
MALAYSIA



CPY PETROL STATION (KERATONG) SDN BHD

DATIN CHAN PEK YIN
EXECUTIVE DIRECTOR

CPY Group's first company was established in 1997, marking its 28th anniversary. It was co-founded by Dato Simon Wong and Datin Chan. The group's main businesses are development and construction, plantations, steel structures Engineering, food and beverage, EV charging station and Petrol stations. CPY Petrol Station (Keratong) Sdn Bhd, which received the award today, is the group's second Petrol station, established on April 1, 2022. We are pleased to have successfully reached the million-liter capacity mark in less than a year.

Why name CPY? It comes from the name of the Chairman's wife, Chan Pek Yin. The group is also actively operating and expanding its Petrol station network, which remains a key direction for its future development. The hard work and dedication of the group's management and employees are a testament to the success of this prestigious award. One of today's SME Women's Enterprise Award recipients, Datin Chan Pek Yin, is truly deserving of the award.

Besides managing the group's petrol station and food and beverage businesses, Datin Chan is also the head of her family. She and her husband have

two children, both currently attending university. Their upbringing and education are extremely important to Datin. She manages both business and family with exceptional care, dedicating her time to both. The couple has built their success from scratch, step by step.

Besides hard work, they are also grateful for the support and help of many close friends and family. This has enabled the group to grow from just one company to over ten today.



LEADERSHIP • INTEGRATION • SUSTAINABILITY



JOAN PRETTY NAILS & SPA (M) SDN BHD

JOAN KONG HUI MEI
DIRECTOR



Established in Johor, Joan Pretty Nails & Spa (M) Sdn Bhd has grown from a small nail studio into a renowned brand offering comprehensive beauty and wellness services. Under the leadership of Director Joan Kong, the company is built on the core values of professionalism, innovation, and service excellence, steadily gaining strong recognition in the industry.

Since its founding in 2016, the company has continuously expanded its scope of services, now covering nail care, eyelash extensions, facial treatments, and a wide range of beauty therapies. Joan firmly believes that “women can change their destiny through skills”, which is why she places strong emphasis on staff training and career development. The company actively promotes skill certification and lifelong learning, empowering many women to achieve financial independence and professional breakthroughs.

The journey has not been without challenges, yet with perseverance, integrity, and innovation, Joan has led her team to stand out in a highly competitive market, building a trusted brand among clients. By upholding high service standards, adopting

creative marketing strategies, and practicing sincere hospitality, the company has successfully transformed challenges into drivers of growth.

Winning the Platinum Business Awards 2025 – SME Women Entrepreneurs is not only a recognition of the company's achievements, but also an acknowledgment of Joan's contributions to women's entrepreneurship and empowerment. Moving forward, Joan Pretty Nails & Spa remains committed to delivering exceptional experiences, nurturing talents, and setting new benchmarks for SMEs.





MTTC COLLEGE

TS. CHARLENNE ONG SAN SAN
FOUNDER & PRINCIPAL

Ts. Charlenne Ong, a visionary educator with a background in Architectural Science from Curtin University founded MTTC College Malaysia with passion to transform Malaysia's Technical and Vocational Education and Training (TVET) landscape. MTTC College was established with the belief that skills-based education is key to building future-ready talent and uplifting communities.

The journey was far from easy. After three unsuccessful attempts, MTTC College finally secured its Jabatan Pembangunan Kemahiran college license in 2019. Almost immediately, the pandemic struck, challenging institutions worldwide. Under Charlenne's leadership, MTTC College responded swiftly, moving from physical to online classes, and later pioneering a hybrid model that has since become a strength of the college.

One of Charlenne's most significant contributions has been reshaping the perception of TVET. Long viewed as a "second-choice" pathway, she championed a rebranding strategy that highlighted TVET as a credible route to professional success. Her efforts gained national attention, culminating in media features and a live broadcast interview on TV2 in 2024—giving and TVET education the recognition they deserved.

Under her leadership, MTTC's growth has been remarkable. Enrolments doubled in 2023, supported

by the government's PTPK 0% loan scheme. In 2025, a landmark partnership with Hong Leong Foundation secured RM1.3 million in no-bond scholarships for B40 students, furthering MTTC's mission to break cycles of poverty through skills education.

Today, MTTC College is recognised as one of Malaysia's fastest-growing private TVET institutions, offering programmes in design and technology aligned with industry needs. Beyond financial growth, MTTC stands out for its social impact—empowering youth, supporting national workforce development, and driving the government's TVET agenda forward.

Charlenne Ong's journey is a testament to perseverance, vision, and leadership. From overcoming early setbacks to building a thriving institution, she has proven that education can be both a sustainable business and a powerful tool for nation-building. Her success with MTTC College not only redefines the future of TVET in Malaysia but also exemplifies the spirit of innovation, resilience, and social responsibility.



THE BEST SOLUTION MANAGEMENT SDN BHD

TS. DR. CHEN SIENG YIN
MANAGING DIRECTOR

Ts. Dr. Chen Sieng Yin (Sally Chen): Success Through Purpose and People

For Ts. Dr. Chen Sieng Yin (a.k.a. Sally Chen), success is never about individual accolades but about collective achievement. As Founder and Managing Director of The Best Solution Management Sdn Bhd, she has built a company that thrives on teamwork, innovation, and values — proving that when people grow together, extraordinary results follow.

With over 20 years of experience in Quality Assurance (QA), Quality Control (QC), and sustainability management systems, Ts. Dr. Chen is widely respected in both national and international arenas. She has spearheaded projects across agriculture, palm oil, food processing, biotechnology, manufacturing, construction, and service industries. Her expertise spans ISO, MSPO, RSPO, ISCC, ESG, and sustainability certifications, where she serves as Lead Auditor, Technical Reviewer, and Certification Panel Member for accredited bodies.

Her academic and professional foundation is equally impressive. Ts. Dr. Chen holds a Bachelor of Psychology (Hons, 1st Class) from Open University Malaysia, a Bachelor of Science in Biotechnology from Monash University, Australia, and an Honorary Doctorate of Management from Jesselton University College. She has also earned over 30 professional certifications, including CQI/IRCA Lead Auditor and Certified ESG Reporting Practitioner.

Yet, beyond credentials, Ts. Dr. Chen emphasizes that attitude determines success.

“Being proactive, self-driven, and exceeding expectations makes the difference. Attitude represents everything, and details determine success or failure.”



This philosophy shapes her approach not only in business but also in community leadership. Ts. Dr. Chen currently serves as Council Member of SME Sabah (2025–2027), where she leads both the Women Entrepreneur Bureau and Education & Training portfolio. She is also active in ESGAM, MSIA, IIAM, SOSHEA, and SEPA, while holding leadership roles in grassroots associations, reflecting her commitment to professional and social impact.

Her journey has been recognized with multiple awards, including Successful People in Malaysia (2021), Malaysia Top 50 Emerging Entrepreneur Award (2023), Global Chinese Spring Festival – Philanthropy Model of the Year (2024), and Outstanding Women Entrepreneur Award (2025).

To aspiring entrepreneurs, she offers heartfelt advice:

“Every great journey begins with a small step. Challenges are opportunities to learn and grow. Believe in your ideas, embrace change, and never lose sight of your passion and goals.”

Through The Best Solution, Ts. Dr. Chen continues to nurture talent, drive innovation, and embed ESG principles into businesses — aligning organizational success with Malaysia's and the global community's pursuit of sustainable growth.

PLATINUM

YOUNG ENTREPRENEURS AWARD

SME
MALAYSIA



GOLINK SOLUTION SDN BHD

HING BOON KUANG
DIRECTOR



In 2017, I co-founded *Golink* in Kuala Lumpur with a dream to help businesses grow through technology. What began as a small initiative soon became a mission—to guide entrepreneurs into the digital age with the right tools and knowledge.

Two years later, I brought this vision back to *Sabah, my home. At that time, many local businesses were still new to digitalization. Selling software alone was not enough—we needed to **educate, localize, and guide* step by step. Through patience and persistence, we built trust and showed SMEs how digital tools could truly transform their work.

Today, Golink proudly holds more than *80% of the SQL software market share in Sabah*. This achievement is more than numbers—it reflects the strength of listening, teaching, and growing together with the community.

But our greatest value is not just in market success. It is in our people. From the beginning, I believed true success comes when employees feel supported in their *well-being*. When our team feels valued, they bring their best ideas, energy, and creativity into the business. This spirit of care and connection creates stronger bonds and long-lasting growth.

Golink is not just a company. It is a community built on trust, teamwork, and vision. From Kuala Lumpur to Sabah, our story has always been about resilience and togetherness. And this is only the beginning—we will continue to build, connect, and inspire for the future.





NJA BUSINESS SOLUTION SDN BHD

LAN MAY KHAY
DIRECTOR

I am Niki Lan, the Founder and Director of NJA Business Solution Sdn Bhd. My journey with NJA began with a vision: to build a professional firm that does more than provide accounting and company secretarial services—it would be a trusted partner that helps businesses navigate challenges and achieve their goals with confidence.

When I incorporated NJA, I knew it would not be an easy path. Starting from scratch meant facing competition and the uncertainties of building a new brand. Still, I was determined to create a firm that stood out for its professionalism, reliability, and youthful energy. Through persistence and a strong belief in our mission, NJA has grown into a one-stop business solutions provider, offering accounting, company secretary, and advisory services to clients from various industries.

To me, success is not only about expanding a company but also about building meaningful relationships. Behind every account or set of documents is a business owner with dreams and challenges. I take pride in listening to clients, understanding their needs, and delivering solutions that are practical and valuable. This client-focused approach has helped NJA earn trust and build long-term partnerships.

Another achievement close to my heart is developing a strong and capable team. From the beginning,

I envisioned NJA as a dynamic firm where young professionals could learn, grow, and shine. Mentoring my team and watching them step up with dedication and confidence has been one of the most rewarding parts of my journey. Their energy and commitment form the backbone of the quality services NJA provides today.

Over the years, we have also embraced change and innovation. From adapting to new regulations to integrating digital solutions into our processes, I see every challenge as an opportunity to strengthen NJA and bring more value to our clients.

Looking back, founding NJA has been a journey of vision, resilience, and growth. What started as an idea has become a firm that reflects my belief in integrity, professionalism, and continuous learning. Moving forward, I remain committed to ensuring NJA continues to be a trusted partner in helping businesses move confidently toward accomplishment.



YONG YU RESOURCES SDN BHD

PHANG CHANG SENG
DIRECTOR



At Yong Yu Resources, we've always believed that success is more meaningful when it is shared. Our story began with inspiration from our director's father, who dedicated his life to the waste management and infrastructure industry. Building on that legacy, we started small but steadily grew into a trusted company in Sarawak, providing essential services that keep our communities clean, safe, and sustainable.

What makes our journey special is not just the growth of the business, but the values that shaped it. We faced challenges along the way, yet each one strengthened our commitment to resilience, innovation, and responsibility. By adopting better waste management practices and improving service quality, we've built long-term relationships with both the public and private sectors, proving that hard work and integrity truly pay off.

CSR is more than a program for us—it's a part of who we are. From joining local clean-up efforts to raising recycling awareness, we're proud to give back in ways that directly benefit our communities. These initiatives remind us that even small steps can make a big difference when it comes to protecting the environment and improving quality of life.

We also believe in taking care of our people. Our employees are the heart of Yong Yu Resources, and their safety, growth, and well-being matter deeply to us. Through training, support, and teamwork, we make sure they have the tools and confidence to excel—not just at work, but in their personal lives too.

Looking back, our success story is one of steady progress with a clear purpose: to serve, to care, and to grow together. We're proud of how far we've come, but even more excited about where we're heading. As we continue to expand, we'll keep finding new ways to create positive change—whether for the environment, the community, or the people who make up the Yong Yu Resources family.

Because at the end of the day, our true measure of success is not just in what we achieve, but in how many lives we can touch along the way.



PBA 2025 HIGHLIGHT

GRAND LAUNCHING OF THE PLATINUM BUSINESS AWARDS 2025

The Platinum Business Awards 2025 was officially launched on 6 May 2025, at the Grand Lagoon Ballroom, Sunway Resort Hotel. The auspicious ceremony was graced by Guest of Honour, YB Tuan Gobind Singh Deo, accompanied by the National President of the SME Association of Malaysia, Dr. Chin Chee Seong, and the Organising Chairman, Mr. Dennix Yeow Wah Fuong.

Carrying the theme “Leadership • Integration • Sustainability”, the grand launch marked the beginning of Malaysia’s most prestigious business awards journey, celebrating the resilience, innovation, and excellence of SMEs and entrepreneurs across the nation. Attended by distinguished leaders, government representatives, and industry captains, the ceremony underscored the Association’s commitment to empowering businesses and recognising outstanding achievements that drive Malaysia’s economic progress.





PBA 2025 ROADSHOW

To further promote the Platinum Business Awards and raise greater awareness of this prestigious national platform, we embarked on a nationwide roadshow. The team visited Sabah, Sarawak, Seremban, Melaka, Johor, Ipoh, Penang, and Klang, engaging directly with local SMEs to share the objectives of the Awards, explain the participation process, and showcase the inspiring success stories of past recipients.

The roadshow not only expanded the reach of the Platinum Business Awards, but also brought us closer to the business community. Through on-the-ground visits, we were able to listen to the voices of SMEs across different regions and gain deeper insights into the challenges and needs they face in their growth journeys. These engagements strengthened the foundation for wider participation in the Platinum Business Awards, while also inspiring SMEs to recognize their potential and aspire towards greater achievements.

JOHOR BAHRU ROADSHOW



YANG BERHORMAT TUAN ARTHUR CHIONG SEN SERN, AHLI DEWAN UNDANGAN NEGERI, BUKIT BATU, JOHOR.



MELAKA ROADSHOW



LABUAN ROADSHOW



KOTA KINABALU ROADSHOW



MIRI ROADSHOW



YB DATO SRI LEE KIM SHIN, MINISTER FOR TRANSPORT, SARAWAK
YB MAYOR ADAM YII SIEW SANG, MAYOR OF MIRI CITY SARAWAK



KUCHING ROADSHOW



YANG BERHORMAT DATUK AMAR HAJI AWANG TENGAH BIN ALI HASAN, DEPUTY PREMIER, SECOND MINISTER FOR NATURAL RESOURCES AND URBAN DEVELOPMENT, MINISTER FOR INTERNATIONAL TRADE, INDUSTRY AND INVESTMENT

YANG BERHORMAT DATUK HAJI MOHD NARODEN BIN HAJI MAJAIS, ASSISTANT MINISTER FOR ENTREPRENEUR AND SME DEVELOPMENT



IPOH ROADSHOW



**YANG BERHORMAT GOH SEE HUA,
MEMBER OF THE PERAK STATE
LEGISLATIVE ASSEMBLY (MLA) FOR
PASIR PINJI**



PENANG ROADSHOW



DATO' YEOH SOON HIN
CHAIRMAN OF THE PENANG PORT COMMISSION (PPC)



SUNGAI PETANI ROADSHOW



**YANG BERHORMAT
ADAM LOH WEI CHAI,
MEMBER OF KEDAH STATE
LEGISLATIVE ASSEMBLY
FOR BAKAR ARANG**



KUANTAN ROADSHOW



YANG BERHORMAT DATO' HAJI MOHAMMAD FAKHRUDDIN BIN MOHD ARIFF, DIMP., AMN., AMP., PKT. CHAIRMAN OF THE PAHANG STATE LOCAL GOVERNMENT, HOUSING, ENVIRONMENT AND GREEN TECHNOLOGY COMMITTEE



SEREMBAN ROADSHOW



**YANG BERHORMAT TUAN CHEW
SEH YONG, STATE LEGISLATURE OF
THE MALAYSIAN STATE OF NEGERI
SEMBILAN**



KLANG ROADSHOW



SELECTION BOARD MEETING

The Platinum Business Awards 2025 Selection Board comprises prominent business leaders and is chaired by Tan Sri Michael Yeoh, Chairman of the Selection Board for the Platinum Business Awards 2025. The Selection Board Meeting to select the winners was held on 17 September 2025 at Sunway Resort Hotel.

The nominees' shortlist was presented by independent auditor Cheng & Co for the Selection Board's deliberation, following the completion of site visits and interviews conducted with nominees by the Awards Audit Committee.

Upon completion of site visits and interviews by the Audit Committee, the shortlisted nominees were presented by Cheng & Co, the independent auditor for PBA 2025, to the Selection Board for deliberation and final award decisions.





WINNER ANNOUNCEMENT

Organised by the SME Association of Malaysia, the Platinum Business Awards 2025 officially announced its list of winners on 25 September, with a total of 88 enterprises and individuals emerging as recipients. Among them, eight companies clinched double awards, celebrating their remarkable achievements in the presence of over a hundred industry leaders and distinguished guests. This year's Awards featured 21 categories, comprising both open nominations and invitation-based recognitions, showcasing the dynamism, strength, and limitless potential of Malaysian SMEs across diverse sectors and industries.

The announcement ceremony was marked by a vibrant and celebratory atmosphere, as guests and business representatives gathered to applaud the winners. Notably, the Platinum Business Awards stand not only as a symbol of honor but also as a powerful platform for building business networks and fostering collaboration. With the 2025 theme of "Leadership, Integration, and Sustainability", the Awards carry profound meaning, reflecting the essential values that guide enterprises in navigating transformation and driving growth in the new era.





SUSTAINABILITY

SME MALAYSIA NATIONAL COUNCIL MEMBER



Dr. Chin Chee Seong
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**Dato' Sri Ricky
Yaw Chan Choy**
National Deputy President



Anpananthan.K
National Vice President



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Dato' Tan Hock Chye
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**Dato' Dr. Danny
Mah Che Beng**
National Assistant
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Harry Tan Hui Ann
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Mak Kum Shi
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**Rathakrishnan
Arumugam**
National Council Member



Vincent Lim Su Hang
National Council Member

BUREAUS 2024 -2026

The SME Association of Malaysia has established a series of dedicated bureaus to champion the diverse needs and growth of small and medium enterprises across the nation. Each bureau plays a strategic role in empowering SMEs through targeted support, expertise, and advocacy. Below are the key bureaus and their core functions



1. Members Development and Networking
2. International Business and Export
3. Young Entrepreneurs
4. Women Entrepreneurs
5. Digital and Technology
6. Trading and Services
7. Retail & F&B
8. ESG, Sustainability and Green Tech
9. Academy and Training Development
10. Human Resources and Entrepreneurship Development
11. National Unity and Social Responsibility
12. Manufacturing
13. Finance, Legal, Investment and Tax (FLIT)
14. Branding, Marketing, and Public Relations
15. Government Relations, Economic and Policy Advocacy
16. Branch & Association Development
17. Tourism and Culture Development



TEAMWORK

PLATINUM

PBA 2025 COMMITTEE LIST

SME
MALAYSIA

PBA 2025 COMMITTEE LIST



Organising Chairman

Dennix Yeow Wah Fuong

Advisor

Dr. Chin Chee Seong
Dato' Sri Ricky Yaw Chan Choy
Datuk Ada Poon Yin Hoong

Organising Committee Members

Anpananthan.K
Dato' Tan Hock Chye
Datuk Wira Richard Lau Chi Chiang
Sam Tsen Mun Ket D.P.T.
Eng Kin Hoong
Dato' Jeffrey Low
Dato' Javern Lim
Desmond Anil
Camelia Loh
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Adj Practice Professor Cheah Kok Hoong
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Teh Gaik Cheong
Jackson Lim
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Secretariat

Koh Kok Soo
Eunice Leong
Mysara binti Alewi
Cassie Teoh Hwan Sin
Belle Loke
Tan Bee Chin

ABOUT SME ASSOCIATION OF MALAYSIA

The SME Association of Malaysia (SME Malaysia) is a leading national organization dedicated to empowering small and medium enterprises as the backbone of the nation's economy. Since its inception, the Association has played a pivotal role in nurturing entrepreneurship, fostering innovation, and building sustainable business ecosystems through advocacy, education, and collaboration.

With its forward-thinking initiatives and international partnerships, SME Malaysia continues to drive the transformation of local enterprises—helping them scale beyond borders, embrace digitalization, and strengthen Malaysia's position as a competitive player in the global economy.



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Every visit is a journey of mutual inspiration.



The event attracted the enthusiastic participation of many business partners.





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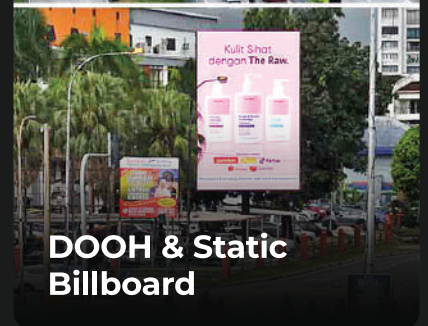


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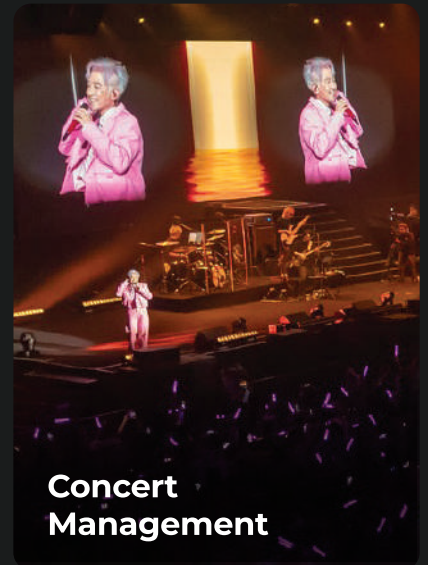
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Established in 1993, Cheng & Co Group began with just three staff and has since grown into one of the most dynamic and progressive professional firms in the country, supported by more than 400 professionals across 19 branches nationwide and international offices. In June 2022, Cheng & Co Group achieved a major milestone by being publicly listed on Bursa Malaysia's LEAP Market under CC International Berhad (stock code: 03053) — a recognition of its continuous growth, resilience, and trusted excellence.

Guided by its i-SGV 2025 “Sustainable Growth Vision”, Cheng & Co Group is committed to driving transformative growth and sustainability as it advances toward becoming The Firm of the Future. Its strategic roadmap envisions elevating from the LEAP to ACE or Main Market by 2026, supported by a strong foundation of innovation, agility, and cross-border expansion.

As Cheng & Co Group continues its journey toward becoming a globally recognized professional brand, it remains steadfast in its mission to uphold integrity, innovation, and excellence — empowering clients to achieve sustainable success in an ever-evolving business environment.





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