

# Only the best for Malaysia Business Awards 2013

**THE** upcoming 5th Malaysia Business Awards (MBA) Gala Dinner 2013 on 8 November 2013 in Kuala Lumpur will showcase some of the country's foremost entrepreneurs and prominent industry leaders. The MBA is an awards programme designed to promote excellence, innovation and best practices in business entities and is widely regarded as the ultimate showcase of outstanding businesses and personalities in Malaysia.

Since its inception in 2009, the programme, which is supported by the Ministry of International Trade and Industry of Malaysia and in collaboration with the Federation of Malaysian Consumers Association and various Chambers of Commercies, has firmly established itself as the ultimate showcase of the nation's outstanding business practices.

As such, it is understandable that the programme's organiser Asean Business Advisory Council (Asean-BAC) has put in place a stringent evaluation process throughout the nomination and selection process, placing particular emphasis on the evaluation system in identifying the outstanding recipients in each respective category.

Each year, numerous candidates from across the country are identified. Upon completion of the rigorous evaluation process, only performers of the highest quality are selected to receive the prestigious awards. Candidates are initially evaluated under four core categories, namely; growth (evaluates the viable prospects and actual growth progress of each

business entity), employment (identifies the efficient management of operations and the provision of opportunities and benefits of employment), innovation (takes into consideration the innovative and pioneering efforts of businesses in the enhancement of their products and services), corporate social responsibility (merits the corporate social initiatives undertaken by the candidates).

In order to preserve the prestige and recognition that accompany the awards, the business and corporate performances of each candidate is put under a stringent audit and evaluation process, undertaken by professionals and under the authority and supervision of an esteemed panel of judges. With over 3,000 members, Asean-BAC provides an additional avenue for information in the form of market players' feedback, which is also taken into consideration during the evaluation process.

A 10-point merit system is deployed in depicting the performances of each candidate under the identified categories. At this point, the outstanding performers in each category begin to surface and are grouped according to their respective industries. Upon the completion of the initial process, the ratings of each candidate are then merged to ascertain the overall performance in comparison to other players in the relevant industry.

The findings from the evaluation are regularly communicated to the panel of judges for review, consideration and approval during the judges' meetings. The

regular communication with the judges allow for new and relevant information to be endorsed and included in the performance and information database of the candidates. As these efforts progress, eventual recipients of the awards begin to be identified and shortlisted accordingly via the performance merit system.

In the final process, these outstanding performers are again evaluated collectively by the panel of judges. The final list of recipients is then concluded and endorsed officially prior to being revealed to the members of the organising committee.

As with the previous installations, the MBA 2013 categories include the recognition for *Lifetime Achievement*, *Entrepreneur of the Year*, *CEO of the Year* and *Industry Merit* awards. In the spirit of Asean business integration and towards the promotion of an Asean Economic Community, as well as in line with the fast-growing and innovative expansion of business connectivity and recognition, the MBA 2013 will include categories as part of the MBA Program, namely the MBA 2013 *International Excellence Award* and the MBA 2013 *Asean Excellence Award*.

The *International Excellence Award* is presented to the international entity with outstanding performance in Asean for the year. This is limited to international corporations with establishment and presence in Malaysia and the region. The *Asean Excellence Award* is presented to the Asean business entity with outstanding performance in the region.

## Up close with the organiser

The Asean-BAC, consisting of council representation from all Asean countries, was formed following decision of the Asean leaders at the 7th Asean Summit in Brunei and launched in April 2003, with the mandate to provide private sector feedback and guidance to boost the region's efforts towards economic integration.

Meanwhile, the Asean BAC Malaysia Chapter is an integral participant in the regional Asean-BAC with regular participation at all council meetings and consultation with its leaders. Over the course of 11 years since it was established, it had provided numerous strategic counsel and recommendations during the consultation with the Asean Economic Ministers and Asean Heads of State at the Asean

consultation and business summits.

The Malaysian Chapter is engaged in advisory and promotional activities, putting together various different activities for outreach in order to conduct in-depth studies particularly on the national and regional economic climate issues. At the same time, its activities are also designed to create awareness within the private sector as to the Asean agenda.

## Cream of the crop

**Winners of the MBA Award 2012 included:**

- **Legendary Lifetime Achievement Award** – Datuk Tan Chin Nam, IGB Corporation Bhd
- **Lifetime Achievement Award** – Tan Sri Mustapha Kamal Abu Bakar, Emkay Group
- **CEO of the Year** – Tan Sri Francis Yeoh, YTL Corporation Bhd
- **Young Entrepreneur of the Year** – Lee Yew Chen, Cornet Research Sdn Bhd
- **International Excellence** – Datuk Syed Hisham Syed Wazir, UMW Holdings Bhd
- **Industry Excellence (Agriculture)** – Caroline Russell, Boh Plantations Sdn Bhd
- **Industry Excellence (Asset Management)** – Datuk Kamalul Ariffin Othman, Pelaburan Hartanah Bhd

