

BrandLaureate honours over 60 SMEs

by NG MIN SHEN

WINNERS of the BrandLaureate SMEs BestBrands Awards for 2016 to 2017, were announced recently by the Asia Pacific Brands Foundation (APBF) at an event in Kuala Lumpur.

The awards recognised over 60 companies and individuals based on their respective categories.

This year's theme "Take ownership of your brand for your brand sustainability and continuity" reflected the importance of owning, developing and capitalising on one's brand to maximise its potential.

The BrandLaureate president Dr KK Johan said that brand success is never born from the start but is a long and arduous, albeit rewarding journey.

"Successful businesses have strong brands and if you want your business to be successful, you need to work on your brand. Taking ownership of one's brand shows your leadership and commitment to the



Pic by Muhd Amin Naharul

Johan (left) and APBF chairman Tan Sri Rainer Althoff at the launching of the 10th anniversary of the BrandLaureate SMEs Awards in Kuala Lumpur

brand and business," he said at the event.

He also called on small and medium enterprise (SME) owners not

to be restricted by conventional guidelines but to realise their ambitions, as immense and daunting as they might seem.

The ceremony, which also celebrated the 10th anniversary of the BrandLaureate SMEs Award, recognised winners from 13 categories.

Three organisations, namely IJN Foundation, Malaysian Parkinson's Disease Association and National Kidney Foundation Malaysia also received a RM30,000 donation from Winner Dynasty Group, one of the award recipients.

The BrandLaureate is a branding foundation that aims to improve branding practices and standards throughout the world. It presents the BrandLaureate Awards in conjunction with APBF, a non-profit organisation dedicated to developing brands in a myriad of business backdrops.

The BrandLaureate Awards seeks to recognise successful individuals who have contributed largely to the growth of a business, brand or industry.

It includes the SMEs BestBrands Award as well as the Special Edition World Award, Premier Award, International Personality Award, Brand Icon Leadership Award, BestBrands Award and Designated Recipients Award.