

# Firms urged to use awards as benchmark

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COMPANIES should see the annual Industry Excellence Awards as an opportunity to benchmark their performance not only against the best among their peers in the country, but also those in the global arena.

"Since 1991, the programme has received encouraging response from the manufacturing and industrial sectors," International Trade and Industry Minister Datuk Seri Rafidah Aziz at the 1999 Industry Excellence Awards presentation in Kuala Lumpur yesterday.

The awards were presented by Prime Minister Datuk Seri Dr Mahathir Mohamad.

For the Product Excellence Awards, the Category I winner is Professional Golf Company Sdn Bhd for its Thommo Titanium golf ball; Category II, UPHA Group of Companies for its

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provision-dietary supplement; and Category III, Britannia Brand (M) Sdn Bhd for its high calcium biscuits.

Six other companies won special awards for product excellence. They are Hydropot First-Technology Sdn Bhd (Innovative Product), Adabi Consumer Industries Sdn Bhd, Acson Malaysia Sales and Services Sdn Bhd and Silverstone Bhd (Development of a Malaysian Brand Name), Decorplus Sdn Bhd (Local Design) and Sharp Electronics (M) Sdn Bhd (Open Design).

For the Export-Merchandise Excellence Awards, S.G.G. Furniture Sdn Bhd emerged the winner in Category I, BSA Manufacturing Sdn Bhd Category II, Leader Cable Industry Sdn Bhd Category III and S.M. Chemical Sdn Bhd Category IV.

Technip Geoproduction (M) Sdn Bhd and Henry Goh & Co Sdn Bhd secured the Export-Services Industry Excellence Award for Category II.

In the Quality Management Industry Excellence Award, Ipoh Specialist Centre Medical Associates Sdn Bhd bagged the Category II award, Perusahaan Otomobil Nasional Bhd Category III and Advanced Micro Devices Export Sdn Bhd Category IV.

The special award for Small and Medium Industries was won by Unilon Packaging Sdn Bhd.

The programme, first introduced in 1990, is aimed at providing recognition to private companies achieving excellence in their respective fields as well as to serve as an encouragement for them to fulfil their full potential.