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SARAWAK-SEGi
SEGi STRIVES TO ADD VALUE TO SHAREHOLDER'S INVESTMENT

By: Frankie Lian Labang

KUCHING, Feb 17 (Bernama) -- A public listed company led by a Sarawakian which won the Corporate Excellence 2003 award from the Kuala Lumpur Stock Exchange (KLSE), strives to add value to shareholders' investment.

SEGi International Bhd (SEGi) Chief Executive Office Datuk Clement Hii said that was the company's mission while riding on the country's sound fundamentals.

"Prime Minister Datuk Seri Abdullah Ahmad Badawi has gained investors' confidence by continuing effective governance left by Tun Dr Mahathir Mohamad," he told Bernama today.

SEGi received the award last week, an annual accolade given in recognition of public listed companies which have demonstrated exemplary corporate conduct.

Three other companies also won the overall top award - Public Bank Bhd and AIC Corp Bhd from the Main Board, and Pharmaniaga Bhd from the Second Board.

The four entities were chosen on the basis of their high level of transparency, sound management, corporate disclosure and best market practices.

Hii described the win as "a pleasant surprise", given that there are so many bigger and more established players in the market.

He said the recognition was totally unexpected and SEGi was a relatively "new kid on the block" and what the company have done was to manage the organisation in the best professional manner possible.

Past winners of the award launched in Oct 2002 include Malayan Banking Bhd, Ireka Corp Bhd, Petronas Gas Bhd, Genting Bhd and British American (M) Tobacco Bhd.

To choose the annual winners, the 900 companies listed on the Main and Second Board including Mesdaq are subjected to a public opinion poll conducted by an independent market research company commissioned by the KLSE.

The short-listed companies then undergo a continuous elimination process before the finalists are again subjected to a detailed adjudication process by the three-member panel of industry professional and leaders appointed by KLSE.

Hii said SEGi was totally unaware until the last moment that it was a serious contender for the award because it was not even in the running in previous years.

He however said that the award was a great honour and provides SEGi a further incentive to perform up to expectations and beyond.

Though SEGi did not expect recognition in the form of a prestigious award such as this, it showed that if you persisted in pursuing your clear objectives you would be justly rewarded, he added.

SEGi operates 14 colleges and six training centres across Malaysia as well as in numerous subsidiaries both locally and abroad.

In Sarawak, it owns Systematic Institute and IBMS College in Kuching and PRIME College in Miri, northern Sarawak region. -- BERNAMA

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