



INDUSTRY EXCELLENCE AWARDS

2005

A Government Initiative to Recognise Outstanding Performance of Malaysian Companies in Trade and Industry

The Prime Minister, YAB Dato' Seri Abdullah Ahmad Badawi in his speech read by the Minister of International Trade and Industry at the Industry Excellence Awards 2005 presentation ceremony held on 16 March 2006, called upon companies to continuously strive for higher levels of performance, and to enhance their competitiveness and resilience. To achieve this, the Prime Minister said, Malaysian companies need to upgrade their capabilities, review their systems and processes, including adopting the latest technologies, and undertaking greater R&D activities.

Companies must also be prepared to commit to a higher level of capital and technology utilisation, continuous investment in human resource development, as well as improvements in business strategies and management. Companies should accord priority to the implementation of productivity and quality management systems and continuously benchmark their performance against the best in the particular industry in order to stay ahead of competition.



One of the recipients receiving the award from YAB Dato' Seri Rafidah Aziz

The Prime Minister also emphasised on branding, as it contributes toward enhancing the competitiveness of the country's goods and services. Strong brands create an identity for Malaysia by differentiating Malaysian products and services in the global market through quality and high performance levels. Malaysian companies need to be aware of the best practices in competitive brand building and be able to integrate branding into their business strategies and practices.

These efforts, supported by various Government initiatives and support programmes, will assist and facilitate companies to compete in the domestic, regional and global markets.

The Government has allocated RM200 million for brand promotion, to assist companies in partially defraying the cost of investing in the development and promotion of Malaysian brands overseas. Companies are urged to utilise the Brand Promotion Grant and develop strong brands in the international market.



The Minister awarding the Export Excellence Award 2005 to one of the recipients

RECIPIENTS of INDUSTRY EXCELLENCE AWARDS 2005

Product Excellence Award

Pacific Refractory Industries Sdn. Bhd.
Moem Holdings Sdn. Bhd.
Kendek Industry Sdn. Bhd.
Silverstone Berhad

Quality Management Excellence Award

ABX Express (M) Sdn. Bhd.
Puteri Specialist Hospital
Advanced Micro Devices Export Sdn. Bhd.

Export Excellence Award - Merchandise

JB Wood Industries Sdn. Bhd.
Polyware Sdn. Bhd.
Dian Kreatif Sdn. Bhd.
Alami Vegetable Oil Products Sdn. Bhd.

Export Excellence Award - Services

Serba Dinamik Sdn. Bhd.
Sunway University College
IAQ Technology International Sdn. Bhd.
Alangkasuka Hotels & Resorts Berhad

Brand Excellence Award

Everhome Furniture Manufacturer (M) Sdn. Bhd.
Ekowood International Berhad

Special Award - Innovative Product

Derichem (M) Sdn. Bhd.
Dian Kreatif Sdn. Bhd.
VisDynamics Research Sdn. Bhd.

Special Award - Quality Management

Semasa Sentral Sdn. Bhd.
SKF Bearing Industries (M) Sdn. Bhd.

**MATRADE
congratulates the
recipients of the
Industry Excellence
Awards 2005 and
invites companies to
participate in the
INDUSTRY
EXCELLENCE AWARDS
2006**

Malaysian companies interested to participate in the various categories under Export Excellence Award and Brand Excellence Award can contact MATRADE.

*For more details log on to MITI's website at www.miti.gov.my
All participation forms must be submitted on or before 31 July 2006.*