

#THEKNIGHTSNEWS



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Bernama TV's live show #ApaKhabarMalaysia

Dr. Zyro, the President Council of The Knights Award, was invited as a guest on Bernama TV's live show #ApaKhabarMalaysia to discuss the crucial role of branding in today's dynamic business environment. The topic of branding has gained immense significance in the modern competitive world, as it encompasses various elements such as image, values, and reputation that define an organization or individual. By carefully crafting and nurturing a strong brand, businesses and individuals can effectively differentiate themselves from their competitors, build trust with their target audience, and establish a positive perception in the market.



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SPECIAL THANKS



#THEKNIGHTSAWARD



vol. 01
NEWS & UPDATES

THE KNIGHTS NEWS



MISSION

To create a transformational ecosystem that will revolutionise the future and dynamics of the nation towards sustainable development.

VISION

Our vision is to form a powerful network of leaders committed to business success. We empower businesses and individuals with excellence and market leadership. We provide contemporary solutions for positive economic growth. Through cross-border and cross-industry collaborations, we maximize market exposure and drive joint success.

INTRODUCTION

Of nobility and distinction, The Knights Award accords the highest commendation to the outstanding achievers of various fields for their excellent work and service to the society and nation. These laureates will go down in history for setting the highest standards, spearheading valuable innovations and leading a lasting change for the better.

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The Knights Award 2023: Celebrating Business Excellence in Malaysia



Kuala Lumpur, 22nd March 2023 - A press conference was held to launch the highly anticipated business award event, The Knights Award 2023. The conference took place at the Vogue Lounge @ KL Gateway Mall, Kuala Lumpur, and featured prominent organizations and public figures who are supporting this important initiative.

Amongst others, the event was graced by the Royal Patron of the event, YBM Tan Sri Tengku Razaleigh Hamzah, the Father of Malaysian Economic Development and founder of Petronas. Expressing his steadfast support for the award, he urged the business community to take part in this significant cause for the development of the business community and the society at large.



Also present at the press conference to support the launch of the event are Tengku Normah Albaraqbah, the Royalty of Terengganu; HRH Prince Naravong Norodom, the Prince of Cambodia; Atai Namatbaev, the Ambassador of the Kyrgyz Republic in Malaysia; Dato Nazifuddin Najib, the Secretary General of the Olympic Council of Malaysia; Dato Sri Robert Lim, the National President of Malaysia World Lin Chamber of Commerce; Dato Lim Chiew Ah, the National President of Hainan Chamber of Commerce; and Andy Lau Tin Lung, a Hong Kong TVB Artiste.

The Knights Award 2023 is a prestigious business award event that seeks to recognize the outstanding accomplishments of businesses in South East Asia. The winners of the awards will be celebrated in the Ennoblement Ceremony of the event for their exceptional performance in their respective industries. These leaders are emblematic of excellence, innovation and sustainability. The Knights Award aims to create an elite nexus of leaders to enable cross-border and cross-industry collaborations for maximum market exposure and joint success.

As one of the highlight events of 2023, it signifies the growth and development of the business community that constitutes the pillar of the Malaysian economy. The event promises to be a showcase of the best of Malaysian business standards, and an opportunity to inspire others to strive for excellence and growth.

"We are honoured to launch The Knights Award 2023, and we believe that it will be the stepping stone to a promising economic growth in South East Asia," said Dr. Zyro Wong, the President of The Knights Award. "We are grateful for the support and endorsement of our Royal Patron and Council of Lords. We are committed to making this event a success."

The significance of The Knights Award 2023 was further highlighted in the press conference by the video testimonials from Tan Sri Danny Ooi, the founder of the Malaysia Book of records; Dato' Jalaluddin bin Hassan, the veteran Malaysian actor; Dato' Dr. Ko, the founder of Dr. Ko Skin Specialist and Bob Lam Shing Bun, a Hong Kong TV Host and Actor; all of whom recorded their commendations for the initiative.



Yang Berhormat Mulia Tan Sri Tengku Razaleigh Hamzah
(Father of Malaysian Economic Development)

"IT IS WITH
GREAT PLEASURE
THAT I ENDORSE
THE KNIGHTS
AWARD 2023"

YBM TAN SRI TENGKU
RAZALEIGH HAMZAH

ROYAL PATRON'S FOREWORD

I am particularly pleased to see that this award recognizes diversity, an essential component of any successful business ecosystem.

By honouring achievers from various fields, The Knights Award not only celebrates their individual accomplishments but also highlights the importance of cross-industry and cross-border collaborations.

As the event's Patron, I encourage all awardees to use this opportunity to build lasting networks, discover new opportunities, and enhance their brands' positions in the market. I am confident that the branding strategies provided by The Knights Award will be effective in achieving these goals.

Finally, I would like to congratulate the President of The Knights Award, Dr. Zyro Wong and his entire organizing team for their commitment to excellence, transparency, and rigorously in the ennoblement process, ensuring that only the most deserving individuals are recognized for their outstanding work and service to society and the nation.

I wish all the awardees a successful and fulfilling journey ahead, and I look forward to seeing how their achievements continue to make a positive impact in our beloved nation.



We are deeply honored to have the esteemed presence of YBM Tan Sri Tengku Razaleigh Hamzah as our Royal Patron. He is also known as the Father of Malaysian Economic Development and the founder of Petronas. Despite his illustrious career and significant contributions to the nation, he has treated our team with warmth and friendliness.

Tengku Razaleigh has expressed his satisfaction and support for the initiatives undertaken by The Knights Award. He recognizes the importance of empowering outstanding small and medium enterprises (SMEs) and young entrepreneurs

Drawing from his vast experience and expertise, Tengku Razaleigh generously shares invaluable insights and advice with us. His profound knowledge in economic development and entrepreneurial ventures provides us with wealth of wisdom.



Tengku Razaleigh's support and involvement as our Royal Patron inspire us to continue our efforts in fostering economic growth and nurturing young talents. His endorsement not only adds prestige to The Knights Award but also reinforces our commitment to empowering and uplifting the business community.





THE JOURNEY OF CONQUERING WITH HONOUR

“THE KNIGHTS AWARD BRINGS TOGETHER LEGENDS AND LEADERS FROM ACROSS ASIA, FOSTERING A POWERFUL CONNECTION. NETWORK IS YOUR NETWORK.”

Dr Zyro Wong

Dr Zyro Wong
President of Council

Welcome to The Knights Award 2023

A celebration of elite entrepreneurs and personal branding achievers. This gathering fills my heart with joy and pride as we honour their exceptional contributions. Against the backdrop of Malaysia's vibrant cultural diversity and heritage, we embark on a momentous occasion.

The Knights Award 2023 serves as distinguished platform to recognize achievements that have propelled economic growth not only within our nation but also across Asia. The dedication and resilience of these individuals have fostered a thriving ecosystem of entrepreneurship and innovation in our region.

Appreciation goes to our esteemed Council of Lords and dedicated organizing team, whose expertise spans various fields and continents. Their tireless efforts ensure the success of this extraordinary gathering of legends and leaders.



Aligned with our mission, the integration of the Malaysia Madani plan elevates Malaysia to international standards of excellence and innovation. Our royal patron, Yang Berhormat Mulia Tan Sri Tengku Razaleigh Hamzah, a revered figure in Malaysian economic development, endorses The Knights Award, further solidifying its significance.

Our vision extends beyond borders, aiming to build a robust business ecosystem where entrepreneurs from all walks of life can bond, build, and bloom together. By forging powerful networks, we unlock endless opportunities and exponential growth.

The COVID-19 pandemic has underscored the importance of networking for success. We have witnessed our business society's determination and adaptability, leading to a remarkable rebound in our GDP since 2022. At The Knights Award 2023, we are committed to providing a platform that fosters valuable connections and open doors of opportunity.



The Councils & Committees Meeting



The organizing committee's countless hours of hard work, from conceptualization to execution, have played a vital role in creating the platform to recognise outstanding achievers of various fields and forge cross-border and cross-industry collaboration.

Corporate Visit

The team of The Knights Award is committed to providing comprehensive support and guidance to our esteemed winners. In line with this objective, we go the extra mile by visiting the organizations to gain a deep understanding of their organizational structure and business models. This hands-on approach allows us to assess their current branding strategies, identify areas for improvement, and provide tailored advice on how to enhance their branding efforts.



THE KNIGHTS — AWARD — 2023

CONQUER WITH HONOUR



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SME Corp. Malaysia is a development agency that drives the growth & transformation of Malaysian MSMEs

VISION

The premier organisation for the development of progressive MSMEs to enhance wealth creation and social well-being of the nation.

MISSION

Promote the development of competitive, innovative and resilient MSMEs through effective coordination and provision of business support.

6 Main Functions of the Agency

1. One-stop collection and reference center for MSME information and advisory services
2. Coordination of MSME development programmes
3. MSME Economic assessment
4. MSME accreditation
5. Business development and support programmes
6. Access to domestic and international markets

MSME Definition

Manufacturing	Services and Other Sectors
<p>Sales turnover: RM15 mil ≤ RM50 mil OR Employees: From 75 to ≤ 200</p>	<p>Sales turnover: RM3 mil ≤ RM20 mil OR Employees: From 30 to ≤ 75</p>
<p>Sales turnover: RM300,000 < RM15 mil OR Employees: From 5 to < 75</p>	<p>Sales turnover: RM300,000 < RM3 mil OR Employees: From 5 to < 30</p>
<p>Sales turnover: < RM300,000 OR Employees: < 5</p>	<p>Sales turnover : < RM300,000 OR Employees: < 5</p>

Source: Guidelines for the New Definition of SMEs, National Entrepreneur and SME Development Council (NESDC)

Registration of MSMEs Status as one of the business requirements of MSMEs

Benefit of registering MSMEs Status



WHO SHOULD REGISTER?



- Companies looking to get special targeted assistance & incentives offered by the Government
- Companies interested to check the status of their respective companies/businesses



HOW TO REGISTER?

www.smereg.smeCorp.gov.my

SME Competitiveness Rating for Enhancement (SCORE), a diagnostic tool to assess and improve the competitiveness of MSMEs

FUNCTIONS

Acquire baseline data on MSMEs

Facilitate linkages

Evaluate & track MSMEs capabilities & performance

Effective fund utilisation & focus of resources



11 STRATEGIC PARTNERS



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FEATURED LEGEND



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8 TIMES WORLD CHAMPION
10 TIMES ASIAN CHAMPION

DURACELL BUNNY - DATUK NICOL DAVID

Datuk Nicol Ann David, the celebrated Malaysian athlete, has brought immense pride and international recognition to Malaysia through her extraordinary achievements in the sport of squash. Her remarkable career has not only elevated her personal standing but has also contributed significantly to the promotion and growth of squash in Malaysia. Nicol David's exemplary sportsmanship and unwavering determination has served as an inspiration to aspiring athletes across the nation.

After retirement, Datuk Nicol David focuses on giving back to the society through Nicol David Organization. Founded by Datuk Nicol David and Mariana de Reyes, the organization is based in Bukit Jalil. The objective is to empower girls and boys through sport and education. For this, they created the "Little Legends" programme that supports B40 and M40 children with an after-school programme that includes: Squash training, English tutoring and life-skill workshops. The children entering the programme will be selected from public schools pertaining the areas of Bukit Jalil and Sri Petaling. To support parents financially, the programme is subsidised to allow everyone and anyone to join. The entry point will be for children 8 years old and they will have a 5-year journey in the programme until they enter secondary school.



Datuk Nicol David's endeavors align perfectly with the ESG Goals championed by The Knights Award, particularly in the areas of Quality Education and Reducing Inequalities. It is our aspiration to witness more exceptional entrepreneurs following in her footsteps, contributing to society and creating a better world for all.



LITERATURE IS LIFE & LIFE IS LITERATURE - A SAMAD

Yang Berbahagia Sastrawan Negara Dato Seri A. Samad Said has played a pivotal role in shaping and enriching the literary landscape of Malaysia. As a highly esteemed writer, his words have had a profound impact on the lives of many and have served to enlighten and inspire readers.

Dato Seri A. Samad Said's literary contributions go beyond mere storytelling; his works delve into the depths of human experiences, shedding light on universal truths and exploring the complexities of life. Through his eloquent prose and compelling narratives, he has captured the hearts and minds of readers, creating a deep connection between the written word and the reader's emotions. His works has been widely used as teaching materials in secondary school, signifying his unparalleled writing skill.

Dato Seri A. Samad Said's literary brilliance and thought-provoking narratives have left an indelible mark on readers and the literary community. His works have not only enlightened generations but also reflected the nation's cultural heritage and societal complexities. The Knights Award recognizes and honors his invaluable contributions, ensuring that his legacy continues to inspire and shape the literary landscape of Malaysia for generations to come.



FEATURED STORIES



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RECONNECT WITH MOTHER NATURE



Tanah Aina comprises a string of Eco-Resorts, Cafe & Restaurants located in Pahang, Johor and Selangor. The resorts nestled in the lush tropical rainforests of Malaysia, offer an authentic eco-tourism experience as we aim to provide visitors an insight on the preservation of the environment.



Brainchild of Puan Sri Datuk Dr Shariffa Sabrina, Tanah Aina Sdn Bhd was incorporated in March 2009. The nature lover chose the name Tanah Aina for her resorts as she had the vision to popularise Malaysia's eco-tourism to the world through a local brand. Tanah means land in Bahasa Malaysia while Aina is her nickname. She closely monitors the construction of her resorts and make sure that no trees were downed or rocks moved in the river.

At Tanah Aina, the use of natural materials and recycled wood, such as bamboo, kempas, and jati, is maximized in the resort's construction. The chalets' walls are covered with nipah, seamlessly blending them with the surrounding environment. To promote sustainability, the resorts provide organic, natural, and environmentally-friendly soap, shampoo, conditioner, and hand wash liquid. Water is sourced from the mountains, filtered, and channeled to the bathrooms and kitchens, emphasizing the resort's commitment to responsible resource management. Tanah Aina Eco-Resort has garnered numerous international awards for its exceptional commitment to maintaining an eco-friendly environment, as well as its dedication to responsible operations and governance.

BEST IN JB & SINGAPORE

Nestled at the southernmost end of Johor, Malaysia, Jade Garden Seafood Corner has been a beloved family restaurant since its establishment in 1998. With an investment of 40 million Malaysian Ringgit, Jade Garden underwent significant expansion, including a remarkable land reclamation project spanning 8 acres.



From locally sourced fish, prawns, and lobsters to a diverse range of premium imported seafood, Jade Garden takes pride in delivering the highest quality live seafood to its valued customers. It proudly holds the distinction of being the premier lobster supplier in town. Renowned for their exceptional quality and unrivaled selection, they have earned a reputation as the go-to destination for lobster enthusiasts. With their commitment to sourcing the finest and freshest lobsters, Jade Garden Seafood Corner ensures that every bite is a truly indulgent experience.

