

#THEKNIGHTSNEWS



@THEKNIGHTSAWARD



Century of Rail Excellence

Keretapi Tanah Melayu Berhad (KTMB) proudly presents its charter train service, an exceptional offering designed to cater to both business and leisure needs. Embark on a journey through Malaysia's scenic landscapes aboard the national rail, indulging in a unique experience that goes beyond ordinary travel. This exclusive charter service is not limited to local destinations, extending to cross-state and cross-border adventures.

KTMB's thematic coaches provide a range of options tailored to diverse requirements. The Conference Coach is meticulously designed for business engagements, equipped with a meeting room, lounge, audio-video control room, and LCD TV. Complete with amenities like pens and paper, it ensures a conducive environment for productive meetings. The Event Coach offers spacious and comfortable seating, a karaoke system for lively sing-alongs, and an LCD TV for an immersive entertainment experience.



For those seeking a romantic or luxurious journey, the Saloon Coach provides a modern contemporary setting, delivering a first-class experience for passengers traveling with loved ones.

Whether it's team-building, events, business retreats, or meetings, chartering a KTMB train guarantees a memorable and unique trip, adding a touch of excitement and sophistication to your travel endeavors.



IMMENSE GRATITUDE

CURATED AND ORGANIZED BY

Chamber of Entrepreneurs

UKNIGHTED
— ILLUMINATING LIVES —

SUPPORTING ORGANISATION



OFFICIAL CAR



Kuala Lumpur

OFFICIAL VENUE



OFFICIAL MEDIA PARTNER



OFFICIAL DIGITAL MEDIA PARTNER



DIGITAL MARKETER



TECHNOLOGY PARTNER



STRATEGIC PARTNER



SOUND & LIGHT PARTNER



SPECIAL THANKS



#THEKNIGHTSAWARD



vol. 02
NEWS & UPDATES

THE KNIGHTS NEWS



THE KNIGHTS AWARD SEASON 2

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THE KNIGHTS AWARD SEASON 2 PRESS CONFERENCE



KUALA LUMPUR, 26TH SEPTEMBER 2023 – Following the soaring success of The Knights Award Season 1 in June 2023, its comeback is highly anticipated by the end of this year after the announcement of its 2nd Season in the recently held press conference. Featuring various organisations and public figures, the conference was held at the Chakri Raintree Skybar Hartamas to present the new face of the event, alongside other exciting agenda for the business community across Asia Continents.

Furthering the vision and mission of the initiative, the event was highly commended by the Royal Patron, Tan Sri Tengku Razaleigh Hamzah, the Father of Malaysian Economic Development. Tengku applauded the award for recognising and honouring diversity as an important element to bring about success to the business ecosystem of the Asia region.



The press conference witnessed the signing of three Memorandum of Understanding (MOUs) involving The Knights Award. The first MOU was inked with the Malaysia-China Silk Route Business Chamber under the leadership of Tan Sri Dato' Sri Ong Tee Keat, aiming to facilitate businesses in their international market endeavors, particularly in the Chinese market.

The second MOU involved The Knights Award and Influsasia, Malaysia's premier digital media platform, aimed at enhancing the branding and visibility of our award winners.

Lastly, The Knights Award entered into a third MOU with Chamrun Digital Group, focusing on providing support to our winners in their digital transformation efforts, ultimately enhancing their competitiveness.

The Knights Award honours remarkable achievements of businesses in Asia, symbolising growth in Malaysia's economic backbone. It serves as an elite networking platform, fostering cross-border collaborations for widespread market exposure and mutual success.



"We eagerly unveil The Knights Award Season 2, building on its success in uniting inspiring businesses to make a community impact. Anticipate greater ideas and innovations shaping Malaysia and the entire region in this exciting new Chapter," stated Dr. Zyro Wong, President of The Knights Award.



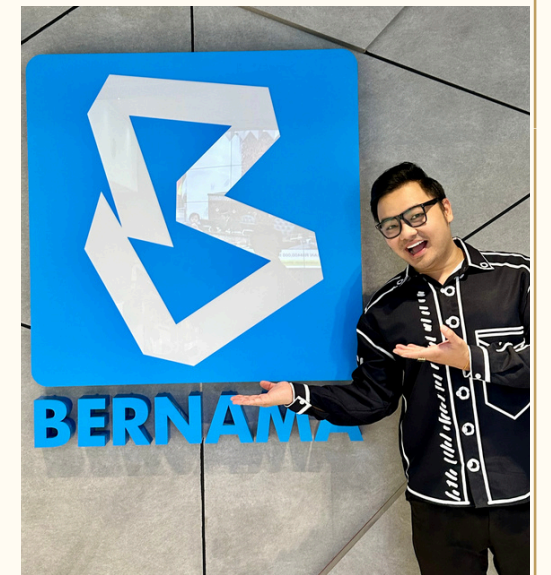
The significance of The Knights Award Season 2 was further highlighted in the press conference by the video testimonials from Dato Nazifuddin Najib, Secretary General of The Olympic Council of Malaysia; Dato' Dr Sheikh Muszaphar, the Malaysian Astronaut; JJ Delgado, the former CMO of Amazon, all of whom recorded their commendations for the initiative.



Media Coverage

As we transition into the branding era, the influence of media becomes pervasive. The Knights Award stands as a beacon of recognition, celebrated for its commitment to acknowledging excellence across various fields throughout Asia. It has garnered substantial attention and acclaim from a myriad of top-tier media outlets, both locally and internationally.

For our winners, the distinction achieved through The Knights Award is not merely an accolade; it represents a strategic elevation of their professional standing.



The advent of the branding era emphasizes a heightened awareness of the pivotal role visual identity and narrative play in shaping the success and reputation of entities. Media features in prominent outlets serve as potent amplifiers, significantly increasing the visibility of our winners. This exposure introduces them to a broader audience, unlocking new avenues of opportunity in the process.

This elevated visibility serves as a powerful catalyst, fostering an environment where excellence is not only celebrated but also becomes a driving force in propelling winners toward continued success and influence.

As Featured In

We are thrilled to share the fantastic news that The Knights Award has achieved widespread recognition, featuring prominently in all major mainstream media outlets. This comprehensive shoutout brings us an in-depth look at the extensive coverage our mission and exceptional winners have received.

As we grace the pages and screens of renowned media platforms, our commitment to excellence and positive impact is spotlighted for the world to see. The attached bulletin is a testament to the resonating success of The Knights Award, reaching diverse audiences and inspiring change on a grand scale.



Dive into the captivating stories of triumph, resilience, and innovation as we celebrate the achievements of our exceptional winners. From inspiring narratives to transformative journeys, each feature in mainstream media reinforces the significance of The Knights Award in fostering positive change.

Join us in this moment of recognition and exploration, and let the stories of triumph inspire change and elevate our collective narrative. The Knights Award continues to captivate audiences, and we are excited to share this remarkable journey with you.

Stay tuned for more updates and inspiring stories from The Knights Award community.



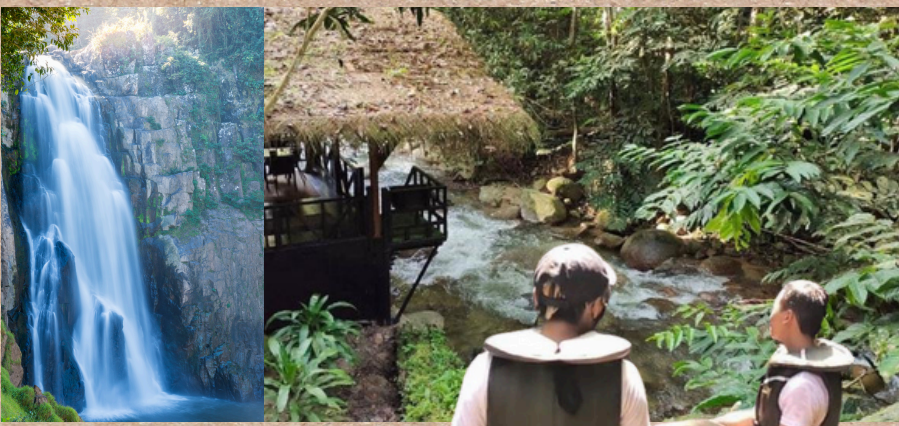


The Responsibility to The Mother Nature



Tanah Aina, a collection of eco-resorts, cafes, and restaurants located in Pahang, Johor, and Selangor, offers visitors an authentic eco-tourism experience in the lush tropical rainforests of Malaysia. Founded by Puan Sri Datuk Dr Shariffa Sabrina, a nature enthusiast,, Tanah Aina Sdn Bhd was established in March 2009, with the resorts opening their doors to guests on October 15, 2010.

The resort offers a gastronomic experience that complements its commitment to sustainability. From locally sourced ingredients to skillfully crafted dishes, Tanah Aina's culinary offerings reflect a dedication to not only preserving the environment but also providing a delightful and memorable dining experience for its guests.



At Tanah Aina, the use of natural materials and recycled wood, such as bamboo, kempas, and jati, is maximized in the resort's construction. 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.

Tanah Aina Eco-Resort has earned multiple international accolades for its outstanding dedication to preserving an environmentally sustainable space. The resort remains a source of inspiration for both visitors and locals, encouraging a shared appreciation for and commitment to environmental conservation.

The Mesmerizing Artistry of Tian Ling Gong Lion Dance

The Chinese Lion Dance stands as a vibrant and dynamic embodiment of Chinese culture, captivating audiences with its rich traditions and celebratory spirit. This traditional performing art involves performers donning a lion costume, complete with a meticulously crafted lion's head and a cloth body.

The dance itself unfolds with a series of coordinated and rhythmic movements, showcasing jumps, rolls, and expressive gestures that underscore the agility and liveliness of the lion.



Accompanied by the rhythmic beats of drums, cymbals, and gongs, the Chinese Lion Dance is not just a visual feast but also an auditory delight, with synchronized elements that elevate its festive atmosphere. Believed to bring good luck, prosperity, and ward off evil spirits, the dance is a staple during traditional Chinese festivals, grand openings, weddings, and joyous occasions.

Tian Ling Gong Lion Dance, established on October 5, 2015, is renowned for its commitment to high-quality performances. Offering a range of services, including lion dance performances, dragon dance performances, LED lion dance performances, and more, they are dedicated to preserving and promoting this cherished aspect of Chinese heritage. Tian Ling Gong Lion Dance extends an exclusive offering for esteemed guests of The Knights Award, providing a unique opportunity for a privileged experience. For further details, inquiries are welcomed via 012-812 3821 (Ah Meng).



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

As the Patron of The Knights Award, I encourage all awardees to seize this opportunity to build enduring networks, explore new horizons, and fortify your brand positions. I am confident that the strategic branding initiatives provided by The Knights Award will effectively elevate these goals.

Tengku Razaleigh

YBM Tan Sri Tengku Razaleigh Hamzah
(Royal Patron)

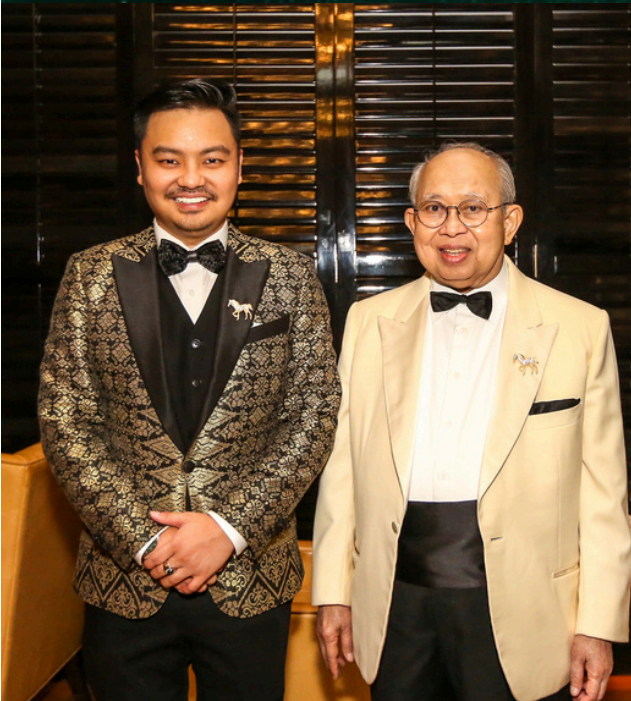


ROYAL PATRON'S FOREWORD

"Selamat Datang" (welcome in Malaysian National Language) to Malaysia, a truly Asian country celebrated for its rich diversity and as a melting pot of various races. This distinctive characteristic stands as a source of strength and resilience for the nation. The transformative influence of visionary leadership, innovation, and collaboration is apparent in The Knights Award's philosophy. Serving as a dynamic space, it rings together brilliant minds and visionaries to exchange ideas and formulate solutions that drive economic growth, foster opportunities, and nurture sustainable development within the business community.

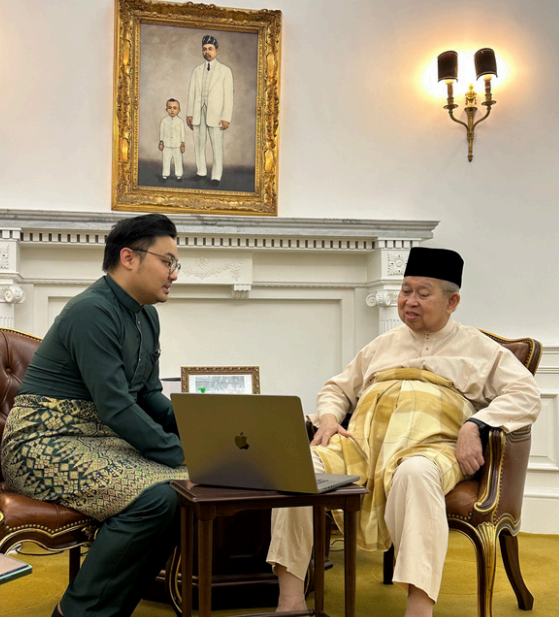
I am heartened to see The Knights Award's commitment to diversity, an essential facet of any thriving business ecosystem. By recognizing achievers from diverse fields, this award not only applauds individual accomplishments but also underscores the pivotal role of cross-industry and cross-border collaborations.

To all the awardees, may your journey ahead be both successful and fulfilling. I eagerly anticipate witnessing how your achievements will continue to make a lasting positive impact on our beloved country.



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.

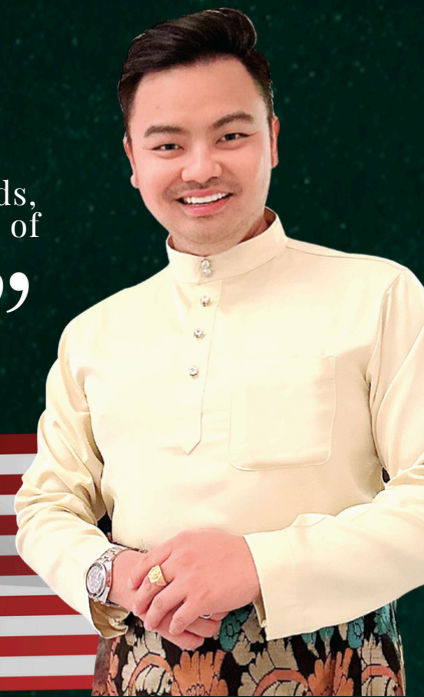




The Journey of Conquering with Honour

“The Knights Award strategic collaboration aims to elevate Malaysia to international standards, positioning our nation as a center of excellence and innovation.”

Dr. Zyro Wong
President of Council



Welcome to The Knights Award Season 2! As we embark on this new chapter, it's a celebration of triumphs, resilience, and the pursuit of excellence. Let's reflect on the 70 illustrious stories that unfolded in Season 1. Now, in Season 2, our commitment deepens as we strive to enhance and improve, aiming to propel Malaysia onto the world stage. Join us in honouring individuals and businesses whose journeys are marked by unwavering commitment and exceptional achievements.

In the post-COVID era, networking is key, and The Knights Award is committed to facilitating valuable connections. Aligned with Malaysia Madani goals, we strive to elevate Malaysia internationally, becoming a hub of excellence and innovation. Endorsed by our Royal Patron, Yang Berhormat Mulia Tan Sri Tengku Razaleigh Hamzah, this platform gains unparalleled significance.

Welcome to The Knights Award Season 2

This season, our platform expands, embracing stories not just from Malaysia but from across Asia. Together, we aim to inspire, stimulate, and make a lasting economic impact on the nations we represent.

During this transformative journey, we've revolutionised the conventional approach to branding, offering a better and more targeted solution for entrepreneurs who embark on this entrepreneurial journey with us. It's about uplifting and empowering businesses for a brighter future.



Extending heartfelt gratitude to our esteemed media partners, strategic collaborators, supporting organizations, and collaborative partners whose unwavering dedication has been instrumental in making this extraordinary journey a reality.

A special acknowledgment goes to the committee team and all the councils for their tireless efforts and steadfast support, crucial to the resounding success of this venture.

As we join forces for this remarkable odyssey, let's conquer with honour and revel in the essence of achievement.



Furthermore, we eagerly anticipate nurturing additional international collaborations in the seasons ahead, propelling us towards even greater horizons. Here's to conquering new frontiers together and celebrating the collective success we achieve as a united community.



Unveiling the Artistry in Hair (MHA)

"The Mane Stage," a spectacular hair show organized by the Malaysian Hairdressing Association (MHA), United Asian Hairdressers Association (UAHA), and Razorline, took center stage at the beautyexpo & Cosmobeauté Malaysia 2023 (BECBM).

Renowned hairstylist Dr. Michael Poh captivated the audience with awe-inspiring transformations, skilfully turning hair into an art form that reflects the unique characteristics of each individual.

This event not only showcased the mastery of hairstyling but also highlighted the dynamic creativity and storytelling capabilities within the hairdressing industry, setting the tone for an exciting and innovative showcase at BECBM 2023.

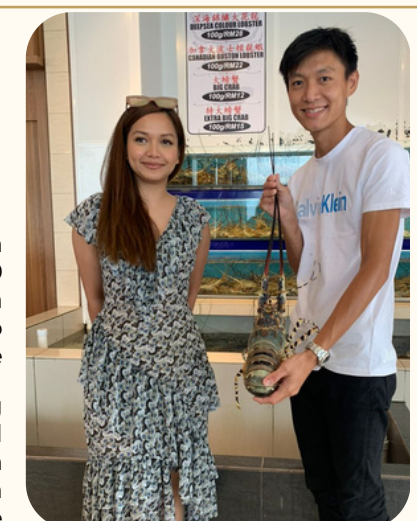
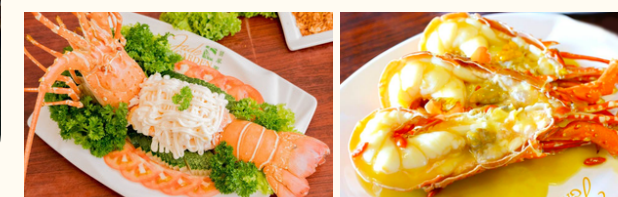


BEST IN JB & SINGAPORE

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. In 2014, the restaurant relocated to its current location, a stunning sea-view establishment that can comfortably accommodate more than 400 customers.

Jade Garden Seafood Corner specializes in offering delectable localized Pork-Free Chinese-style seafood cuisine. Their commitment to quality is evident in their selection of only the freshest seafood. 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.

Customer reviews on platforms such as Google rave about the exceptional experience offered by Jade Garden Seafood Corner. One of the standout qualities highlighted by reviewers is the freshness of the seafood. Whether it's the sizable and succulent lobsters or the variety of other seafood options, Jade Garden consistently impresses diners with the quality of their ingredients.



As positive reviews consistently highlight the freshness of the seafood, friendly service, and comfortable environment, Jade Garden remains a go-to destination for seafood enthusiasts seeking an unforgettable dining experience in Johor, Malaysia.

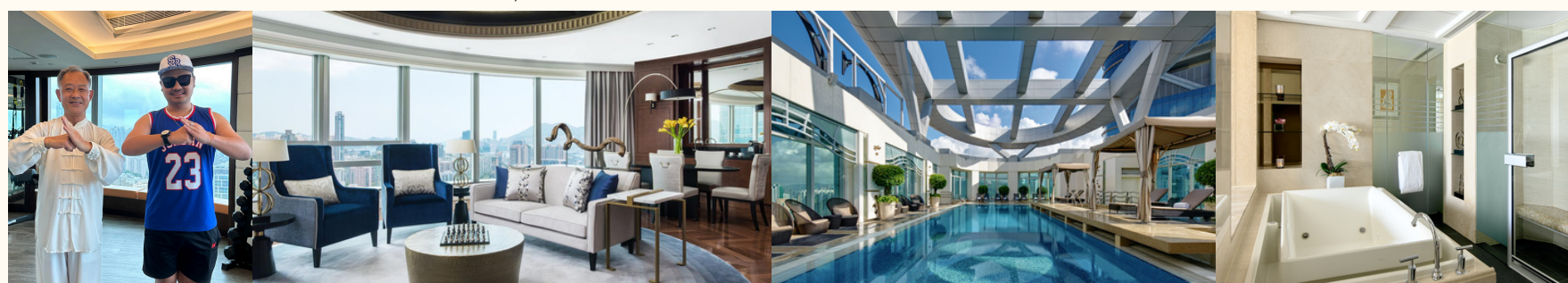




Unveiling Timeless Luxury: Welcome to Cordis Hotel Hong Kong

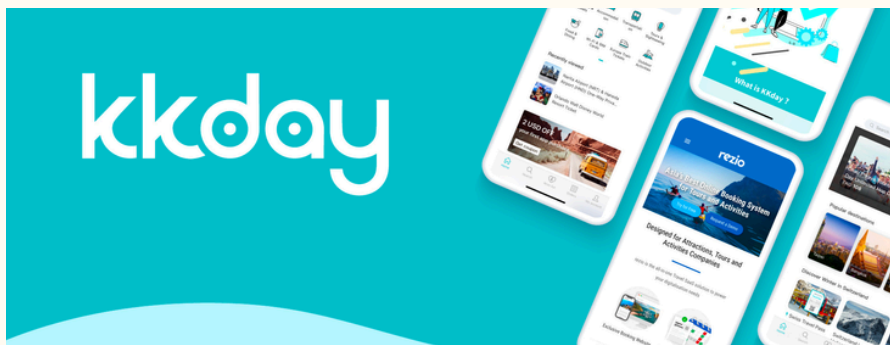


Discover modern luxury at Cordis, Hong Kong—a flagship 5-star hotel in the heart of Kowloon. As part of the 'Cordis' brand by Langham Hospitality Group, it represents a devotion to guest well-being, offering heartfelt experiences for the new generation of travelers. With a name derived from the Latin word for 'heart,'



Cordis embodies genuine, thoughtful, and intuitive service—a true home away from home. Immerse in an authentic local experience, where each property reflects its locale's vibrant culture. Whether for business or leisure, Cordis, Hong Kong, provides a stylish and vibrant stay, with family-friendly facilities in the bustling district of Mongkok. Enhancing the experience is the custom-designed scent 'Sparkling Mint' by perfumer Christophe Laudamiel, adding a touch of chic to your visit.

Seize the Adventure: KKday Your Gateway to Global Experiences



KKday stands out as the premier e-commerce travel platform, establishing connections between travelers and genuine local tours & activities. A community of travel enthusiasts, they actively seek the most authentic local experiences. Recognizing the challenges in curating an unforgettable journey, KKday designed this platform to simplify the process for users, making it effortless to discover activities that perfectly complement their upcoming trips.



HRH Prince Norodom Naravong of the Kingdom of Cambodia



The Knights Award unwavering efforts not only strengthen the bonds between countries in Southeast Asia but also provide an invaluable platform for inspiring entrepreneurs to explore boundless possibilities. May we witness an influx of Malaysian enterprises venturing into the Cambodian market, thereby fostering economic prosperity for our nations.

His Royal Highness,
Prince Norodom Naravong of The
Kingdom of Cambodia

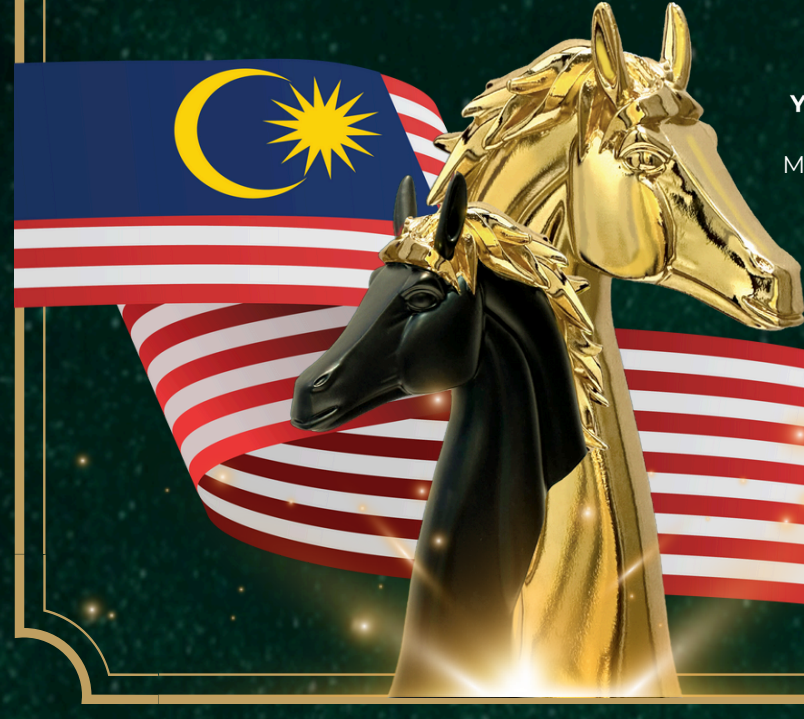


YBhg Dato Dr. Ammar Abd Ghapar

Malaysia, Truly Asia, is a testament to our rich cultural diversity and traditions, making it the second-highest in tourist arrivals among all Southeast Asian countries. Having The Knights Award commence in Malaysia is a true honor, and we extend a heartfelt welcome to all delegates flying in from around the world.



YBhg Dato Dr. Ammar Abd Ghapar
Director General
Malaysia Tourism Promotional Board





Tan Sri Dato' Sri Ong Tee Keat
(President of The Malaysia - China Silk Route Business Chamber)

This year, our focus extends beyond horizons, with a particular emphasis on the Chinese mainland market. We are eager to pave the way for entrepreneurs seeking opportunities abroad, acting as a gateway to the immense potential that the Chinese market holds.

Tan Sri Dato' Sri Ong Tee Keat

Tan Sri Dato' Sri Ong Tee Keat
Special Advisor to The Knights Award



Juan Jose Delgado
(Council of Lords - EU Regions)

I am not merely excited but truly exhilarated to witness the colossal strides The Knights Award is undertaking, boldly forging pathways towards international connections and unfettered expansion.

JJ Delgado

JJ Delgado
Leader Behind The Biggest International Sales Day in Amazon History



DE.WAN 1958
by Chef Wan



Chef Wan Group of Restaurants, founded in 2019, is a culinary enterprise led by renowned international celebrity chef, Datuk Chef Wan, and industry expert Mr Andre Shum, who boasts 20 years of experience in the F&B industry. Together, they have created a diverse portfolio of restaurants and cafes that offer exceptional dining experiences.



The restaurant's commitment to innovation is evident in its custom menu development and utilization of cutting-edge technology, including a state-of-the-art 360-degree visual and audio system in the event hall. De.Wan's locations include The LINC KL, Bangi Resort Hotel, and Bangsar Shopping Centre.



With a focus on premium Malay cuisine, De.Wan provides guests with a state-of-the-art venue that immerses them in a truly memorable event experience. The concept behind De.Wan is to redefine and modernize Malaysian cuisine and food culture. The restaurants and event hall are elegantly decorated, providing a stylish and contemporary ambiance for diners.

Under the leadership of Datuk Chef Wan and Mr Andre Shum, the Chef Wan Group of Restaurants has quickly gained recognition for their innovative concepts and exceptional dining experiences. With their commitment to excellence, the Chef Wan Group of Restaurants has become a prominent player in the culinary industry, captivating the hearts and taste buds of both local and international patrons.



Lokes Ice Cream Sdn Bhd, based in Semenyih, Selangor, Malaysia, is a prominent ice cream manufacturing company that has made a name for itself in the industry. Lokes Ice Cream stands out by offering unique taste experiences, particularly by incorporating popular Malaysian fruits like Durian, Cempedak, and Mangosteen into their ice cream flavors.

A key aspect that sets Lokes Ice Cream apart is their unwavering commitment to quality. They prioritize using only the freshest ingredients and employ meticulous processes to ensure that their ice creams maintain the highest standard of excellence. Each ice cream is crafted with great care, resulting in products that bring joy to those special moments when indulging in a frozen dessert.



Elevating The Joy of Icy Treat



Lokes Ice Cream has an extensive distribution network with over 6000 selling points throughout Malaysia, including popular convenience stores like Mynews and neighborhood marts. This widespread availability enables customers to easily access and enjoy their delightful ice cream creations.

Looking forward, Lokes Ice Cream Sdn Bhd aspires to become an international brand, introducing Malaysia's flavored ice cream to consumers worldwide. In 2023, Lokes Ice Cream is proud to collaborate with Didi and Friends, Malaysia's No. 1 preschool 3D-animated musical edutainment cartoon. This partnership adds another dimension to their brand, combining the joy of ice cream with the beloved characters and educational content of Didi and Friends.

FEATURED STORIES



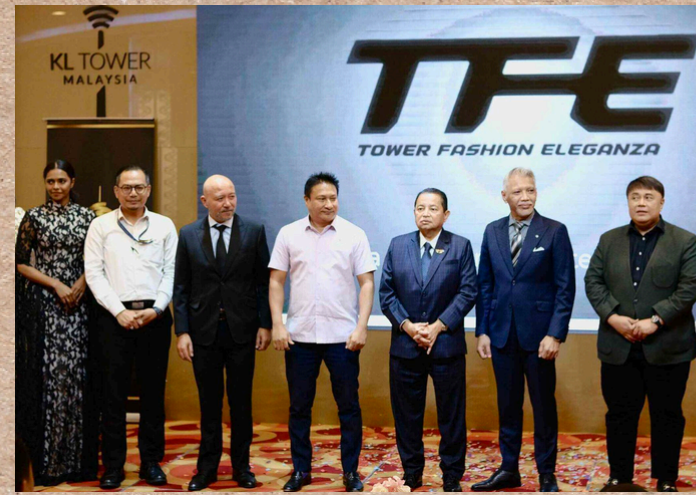
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The highest altitude fashion show in Malaysia

TFE
TOWER FASHION ELEGANZA



Looking back on the unforgettable Tower Fashion Eleganza, an awe-inspiring event hosted at the iconic KL Tower and envisioned by Malaysia's renowned Fashion Maestro, Mr. Bon Zainal. This remarkable affair, held in honor of Hari Malaysia and World Skyscrapers Day, showcased a grand record-breaking fashion spectacle on the Sky Deck. Aptly labeled as one of Malaysia's tallest runway fashion shows, the event seamlessly intertwined elegance and architectural splendor. Against the stunning backdrop of the Kuala Lumpur skyline, models graced the elevated runway, creating a unique fusion of style and skyline sophistication. The event not only celebrated fashion but also marked a momentous intersection of culture, design, and the towering beauty of Malaysia's architectural icon. Tower Fashion Eleganza truly stands as a testament to the seamless marriage of fashion and the breathtaking heights of the KL Tower.



Beyond the culinary excellence, Peach Blossoms immerses diners in a rejuvenated space adorned with light woods, a nature-inspired palette, and a subtle touch of oriental elegance. The restaurant's panoramic views of Marina Bay and the infusion of natural light through expansive windows create a warm and inviting ambience. Peach Blossoms invites patrons on a culinary discovery, offering a contemporary take on Chinese dining that transcends tradition, delivering an unforgettable and delightful gastronomic journey.



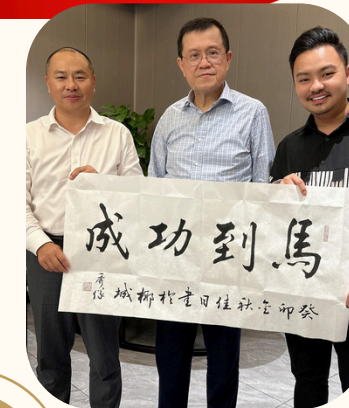
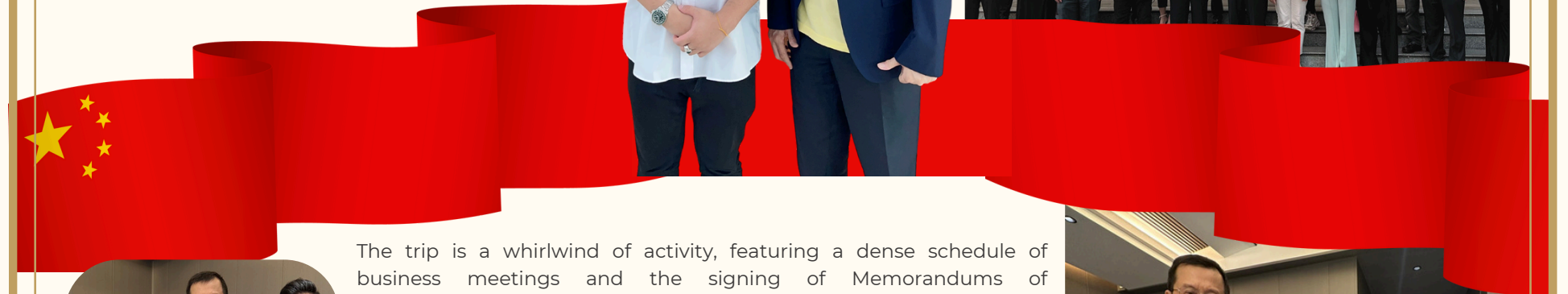
CROSS-BORDER VISIT



@THEKNIGHTSAWARD

China Business Trip

With the ambitious goal of transforming Hainan into a free trade port by 2025, a multitude of business opportunities emerges. Spearheaded by Tan Sri Dato' Sri Ong Tee Keat, the esteemed founding president of the Malaysia-China Silk Route Business Chamber, the Malaysian delegation, armed with meticulously prepared documentation spanning various industries, engages in direct discussions with local government officials.



The trip is a whirlwind of activity, featuring a dense schedule of business meetings and the signing of Memorandums of Understanding. These interactions lay the groundwork for promising collaborations between Malaysia and Hainan, fostering economic ties and mutual growth.

This immersive experience provides invaluable insights into the potential that Hainan holds. As a result, there are strategic plans underway to bring our esteemed winners to China, offering them the opportunity to explore and capitalize on the emerging prospects in this dynamic market. The journey signifies not only a strategic collaboration but also a bridge between nations, fostering understanding, and opening doors to a myriad of possibilities for bilateral success.



Exploring Iran



As a key player in the energy sector, Iran remains a focal point in the ever-shifting landscape of energy news. Furthermore, Iran holds the title of the world's largest saffron producer, and is renowned globally for its carpet production.

While not a typical destination for Malaysians due to a lack of awareness, this land offers numerous unexplored opportunities waiting to be discovered.

The Knights Award receives an invitation from Iranian authorities to delve deeper into collaboration opportunities between Malaysia and Iran. This invitation marks a significant step toward fostering bilateral relations and exploring the untapped potential that exists between our two nations.



As part of this exciting venture, our esteemed winners will have the unique opportunity to immerse themselves in Iran's dynamic landscape, gaining firsthand insights into the vast array of opportunities available. This collaboration promises to be a mutually beneficial journey, creating avenues for economic growth, cultural exchange, and the establishment of enduring partnerships.



FEATURED STORIES



@THEKNIGHTSAWARD



Sarawak Corporate Visit



Sarawak, nestled on the island of Borneo, stands as the cultural melting pot of Malaysia, weaving together indigenous tribes, Malays, Chinese, and diverse ethnic communities. This vibrant diversity paints the canvas for festivals, traditional ceremonies, and daily life, creating a harmonious blend that reflects the heart of Sarawak.

Recently, The Knights Award is honoured with an invitation to Advancing Asia 2023, hosted in Sarawak, with the endorsement and attendance of Sarawak's Premier, Datuk Patinggi Tan Sri (Dr) Abang Johari. The event aims to foster collaboration in Asian business intelligence and economic development, delving into vital sectors like tourism, agriculture, fintech, education, property, and the green economy.

Amidst the enriching sessions, attendees gain insights from seasoned professionals, empowering them for strategic expansion across Asia. The event also serves as a pivotal networking platform, bringing together influential individuals from Malaysia and Singapore, opening doors to a myriad of possibilities.



During our stay in Sarawak, The Knights Award winners have the privilege of visiting Tay Motors (M) Sdn Bhd – The Duke Category Award winner in Season 1. This visit is an exceptional experience, offering valuable insights into the motorcycle industry, a significant player in Malaysia's transportation sector. Tay Motors, celebrated as one of the largest motorcycle resellers in Sarawak, showcases their commitment to exceptional customer service where our winners receive informative overviews of the company's history and also test drives.

"The more that you read, the more things you will know. The more that you learn, the more places you'll go." Continuing the exploration, our team visits UNIMAS & I-CATS University College, delving into Sarawak's education landscape and exploring collaboration opportunities.

The trip to Sarawak marks a fruitful venture, providing our winners exposure to diverse industries and cross-border collaborations. As The Knights Award continues to grow and strengthen collaborations with diverse strategic partners and foreign authorities, our winners can anticipate an array of exciting opportunities in the coming year. Stay tuned for the unveiling of our ambitious plans next year!

SME EMPOWERMENT



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REGISTER YOUR MSME STATUS NOW

RM100 VOUCHER FOR MICRO ENTERPRISES

VOUCHER CODE: MIKROMADANI

Scan QR code to register

<https://smereg.smecorp.gov.my/reg/>

STATUS PMKS
PERUSAHAAN MIKRO KECIL DAN SEDERHANA

SMECORP MALAYSIA

Ministry of Entrepreneurship and Cooperatives Development

Like Comment Share



In the contemporary digital landscape, establishing a robust online presence is paramount for organizational competitiveness. Recognizing the pivotal role of digital transformation in the success of entities, The Knights Award took a significant step during the Season 2 Press Conference by signing a (MOU) with Chamrun Digital Group to elevate the digital capabilities of our esteemed winners.

Chamrun Digital Group, a rapidly expanding digital agency, has emerged as a key player in catalyzing the growth and success of SMEs in Malaysia. Since its inception as a startup in 2015, Chamrun Digital has not only solidified its presence in Malaysia but has also expanded globally, with offices in Sydney (2017) and the UK (2019).

Our Digital Solutions

ChamRun DIGITAL GROUP

Business Growth Through Digital Marketing

Digital Marketing, Web-based Software Development and Digital Consultancy Services With Efficiency & Measurability To The Core.

www.chamrundigital.com.my



Setting Chamrun Digital apart is its innovative approach, particularly the development of a multi-channel interactive digital marketing platform. This platform strategically channels targeted audiences through a sales funnel, ensuring high conversion rates for clients.

Offering a comprehensive suite of digital services, including digital strategy, lead nurturing systems, Google and Facebook Ads, marketing automation, content marketing, social media management, SEO, web design, sales funnels, and video production, Chamrun Digital addresses diverse client needs. Their achievements are remarkable, executing over 35,000 successful Google and social media campaigns across more than 30 countries, generating over 100,000 nurtured leads.

With over a decade of experience in digital marketing and software development, having served 200+ clients and produced 18,000 types of content in ten languages, Chamrun Digital stands as a reliable and capable partner. The Knights Award eagerly anticipates the impactful results that Chamrun Digital Group will deliver to our esteemed winners, further enhancing their digital prowess and market influence.



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.

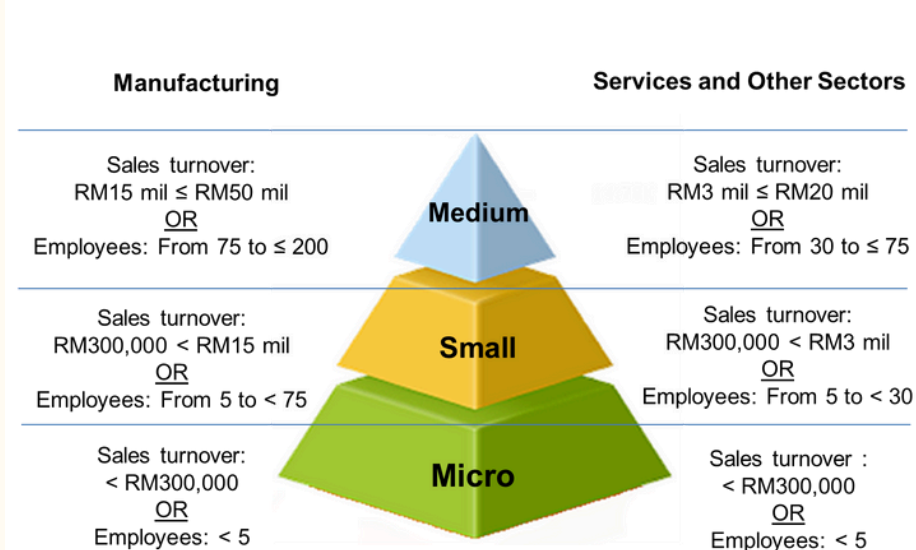
MISSION

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



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

Benefit of registering MSMEs Status



WHO SHOULD REGISTER?



HOW TO REGISTER?

www.smereg.smecorp.gov.my



Provision of targeted assistance to eligible MSMEs such as Government procurement



Better monitoring of incentives provided by the Government

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



Micro, Small & Medium Enterprises (MSMEs) stand as the backbone of the nation's economic growth, playing a pivotal role in shaping its future. MSME Week, a nationwide initiative, takes center stage in recognizing and celebrating the paramount contribution of SMEs to the country's economic development and progress. This dedicated week serves as a platform to raise public awareness and showcase the diverse array of products and services offered by SMEs across various industries.

Distinguished guests of honor, including Deputy Prime Minister YAB Dato Seri Dr Ahmad Zahid Hamidi, Minister of KUSKOP YB Datuk Ewon Benedick, and SME Corp CEO Rizal Nainy, grace the event with their presence, underscoring the significance of this celebration.

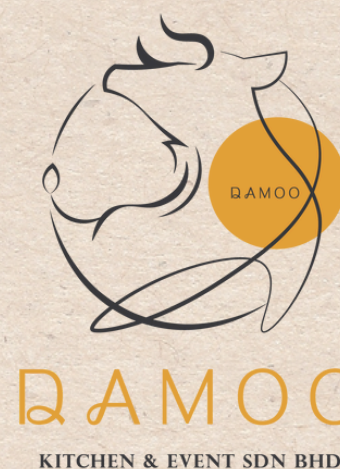


The event is not merely a showcase; it is an immersive experience. Engaging with different booths, attendees have the opportunity to interact with business owners, gaining valuable insights into their organizational structures and operational strategies.

The objectives of MSME Week are multifaceted. It aims to recognize and applaud the indispensable role played by SMEs in bolstering the economy.



Simultaneously, the week endeavors to foster an entrepreneurial culture, encouraging innovation and risk-taking. Moreover, it serves as a vital platform for the exhibition and promotion of SME products and services, offering a unique opportunity for business owners to showcase their offerings to a broader audience. Lastly, MSME Week becomes a conduit for disseminating crucial information on financing and SME development programs, empowering entrepreneurs with the knowledge and resources to thrive in a dynamic business landscape.



Being a part of The Knights Award is akin to becoming a member of a vast family where we seamlessly connect our winners spanning diverse industries. To mark their grand inauguration, the president and awardees of The Knights Award joyously commemorate this momentous occasion alongside this ambitious couple.

Looking ahead, Damoo Kitchen aspires to extend its influence across every state in Malaysia, ensuring its exceptional catering experience reaches a broader spectrum of audiences. Committed to perpetual enhancement and innovation, Damoo Kitchen & Event endeavors to uphold its elevated standards while simultaneously adapting to the evolving demands of a growing market.

In the bustling Klang Valley of Malaysia, amidst the challenges of the COVID-19 pandemic and the nationwide lockdown (MCO), one catering service has emerged as a true beacon of resilience and innovation. Damoo Kitchen & Event, founded by a determined young couple, Daniel & Kelly has not only weathered the storm but has risen as a shining star in the industry.

With over 10 years of experience and a strong commitment to quality, Damoo Kitchen has carved a niche for itself by offering a diverse range of delectable cuisines and impeccable service. Their unwavering commitment to customer satisfaction, coupled with meticulous attention to detail, has garnered them numerous accolades and a loyal following. This dedication to excellence has earned them the distinguished title of "The Rising Caterer of The Year." During The Knights Award Season 1.





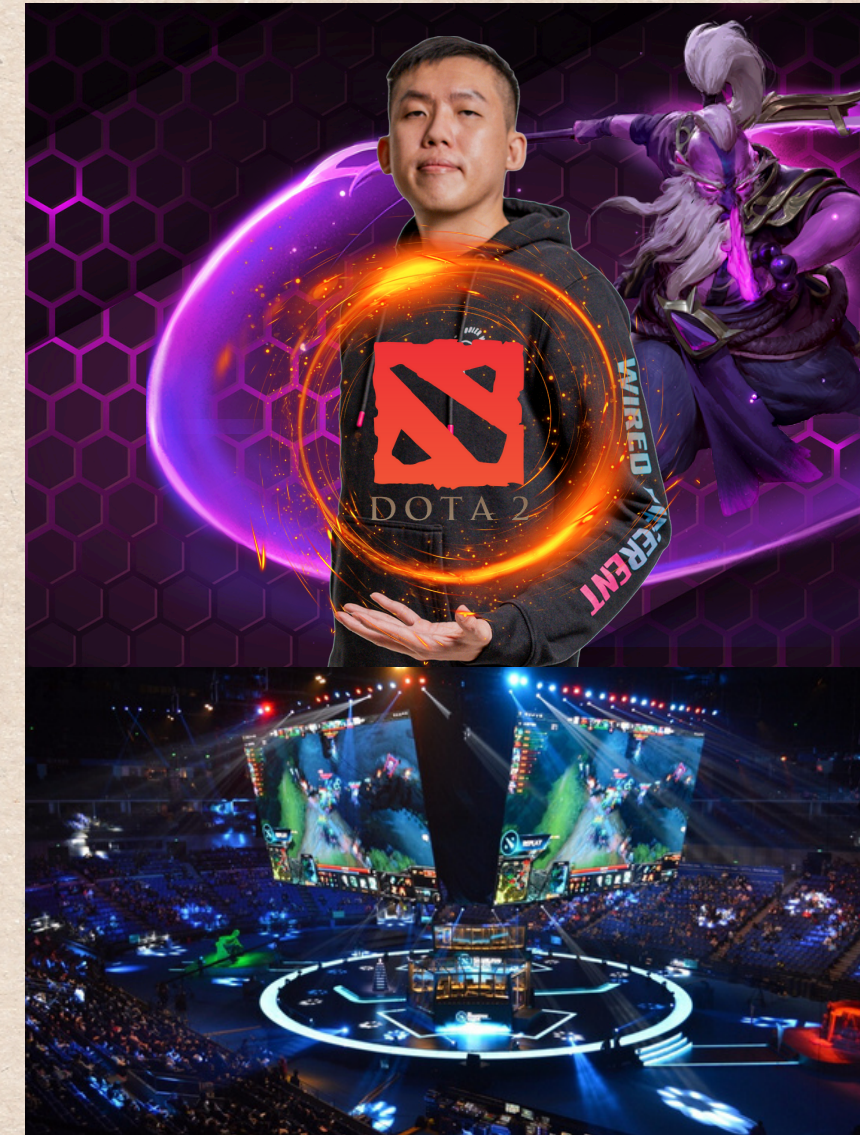
Strategic Gatherings

To ensure the optimal support and opportunities for our esteemed winners, The Knights Award proactively engages in meetings with council members and industry experts. These sessions serve as invaluable forums for seeking advice, guidance, and strategic insights that can contribute to the continuous enhancement of the program.

Bond Build Bloom



The Season 1 event on June 15, 2023, witnessed a resounding success with a full house, hosting 550 attendees. We proudly acknowledge and celebrate the achievements of 70 illustrious winners across multiple countries. As we move forward, our aim is to foster not only success stories but also a thriving networking session for our diverse community.



Esports

Esports, the realm of competitive video gaming, extends far beyond mere gaming addiction, challenging stereotypes surrounding its value. Contrary to stereotypes, it provides lucrative career paths for professionals such as gamers, coaches, analysts, and content creators, with tournaments featuring million-dollar prizes. Importantly, esports transcends mere gaming addiction, distinguishing between professional and leisure play. Professional gamers, like the Malaysian trailblazer Mushi in the world of Dota 2, exemplify the dedication, commitment, and discipline required to compete internationally.

Hailing from Rawang, Malaysia, Mushi boasts a storied career marked by strategic brilliance and adaptability. His noteworthy achievements at The International include a 3rd place finish in 2013



and consecutive 4th place finishes in 2014 and 2016, solidifying his status as a global force.

Transitioning seamlessly into coaching, Mushi's strategic insight contributed to Team Malaysia's bronze medal at the Asian Games 2022, showcasing his multifaceted excellence within the esports ecosystem.

Mushi stands as a shining example that esports is a legitimate and rewarding career, underscoring the industry's potential for talent development and global recognition. Every sector deserves the opportunity to excel and shine, and esports is no exception.



Corporate Social Responsibility (CSR)



We are driven by a sincere aspiration to empower those in need, recognizing the importance of leveraging our success to make a meaningful impact on the lives of others.

To fulfill this commitment, we are actively engaged in initiatives that provide support to those in need. By partnering with relevant organizations, such as schools and NGOs, we are strategically planning and implementing programs that will make a difference in their lives.

Being an entrepreneur entails a commitment that transcends the mere pursuit of profits; it involves a profound responsibility to contribute positively to society. As The Knights Award continues to grow and expand its influence, our dedication goes beyond the realm of mere acknowledgment.



FEATURED LEGEND



@THEKNIGHTSAWARD

TAN SRI DATO' SERI DR. NOOR HISHAM



In the ardent battle against COVID-19, Tan Sri Dr. Noor Hisham Abdullah emerges not only as Malaysia's health guardian but as a seasoned leader with a history of dedicated service.

He chairs multiple medical professional councils and national-level technical committees and is actively involved as a policymaker in global organisations such as the World Health Organization (WHO) and the Drugs for Neglected Diseases initiative (DNDi). He is also a Councillor-at-Large (2017-2021) in the Executive Board of the International Society of Surgery (ISS) and chairs the Global Surgery Committee of ISS.

As Director-General of Health, he has orchestrated critical strategies, from implementing widespread testing to spearheading efficient vaccination campaigns.



Yet, his heroism extends beyond headlines. Tan Sri Dr. Noor Hisham has tirelessly advocated for public health, played a key role in disease control, and has been a driving force in enhancing the nation's healthcare infrastructure.

In the face of the unprecedented pandemic, Tan Sri Dr. Noor Hisham stands not just as a health guardian but as a symbol of Malaysia's resilience. His legacy is one of unwavering dedication, making him a true hero who has shaped the nation's health landscape for the better.



PROFESSOR WANG GUNGWU AO, OBE

Professor Wang Gungwu embarked on his Sinology journey as a huaqiao (overseas Chinese) during the tumultuous period of the Malayan communist revolt, where scrutiny and restrictions on writings about modern China were prevalent. His perspective shifted towards comprehending China from the south, delving into its imperial history, and examining how the Cold War impacted Southeast Asia. As he delved into teaching, his focus expanded to include the role of overseas Chinese in Southeast Asia's history during the Cold War.



Mao Zedong's call to destroy cultural heritage during the Cultural Revolution prompted Professor Wang to reassess his understanding of Chinese history. The subsequent return of guoxue scholars during Deng Xiaoping's era brought new possibilities for adapting heritage to modern needs.



The post-Cold War period marked China's acceptance of sovereign borders, and Deng's reforms indicated a potential return to Confucian values.

Xi Jinping's interest in connecting different eras highlights China's quest for legitimacy and continuity. The modern centralized bureaucratic state, replacing the ancient emperor-tianxia, positions the Communist Party at the core of authority. As China navigates its path in the new world order, Professor Wang's Sinology journey mirrors the intricate historical and ideological transformations of the nation.

ILLUSTRIOUS STORIES



@THEKNIGHTSAWARD

SEASON 1 WINNERS

INDIVIDUAL



CORPORATE





SEASON 2



W HOTEL
KUALA LUMPUR



ASTON MARTIN
KUALA LUMPUR



BERNAMA TV



GUARDFORCE AI
CO. LTD



MY



TAN SRI DR NOOR
HISHAM ABDULLAH



PROF WANG
GUNGWU



DATO' SRI
SITI NURHALIZA



DATO DAVID
ARUMUGAM



SOCC HOLDINGS
SDN BHD



BOLLYWOOD
FASHION &
FASHION
JEWELLERY



THE ONE STEEL
PROJECT SDN
BHD



SIMPLYSITI



HARITH
ISKANDER



MARCELITO
POMOY



BON
ZAINAL



CHAMRUN
ACADEMY



SK 76
MARKETING
SDN BHD



WORLD OF BUZZ



MONSTERCHEF



DJL
JONATHAN LIM



JASPERS
LAI



PROF DATO'
CHEF ZAM



ACETREME
SDN BHD



HAYYAN HUDA
OPAH KITCHEN
(M) SDN BHD



OLIVESTOUCH
TECHNOLOGIES
SDN BHD



EPIGENETIC
EXPERIENCE
CENTER
SDN BHD



MUSHI



ONG PENG CHU



TSUI WING



THE CREATION
STUDIO



REGENX
CLINIC



WHITE ON WHITE (M)
SDN BHD



MOZZAFIATO
BEAUTY



RESTAURANT
SHANGHAI
STREET



BENJAMIN
CHUAH



ARIEFF
YONG



YANI BAKHTIAR

CURATED AND ORGANIZED BY
Chamber of Entrepreneurs

UKNIGHTED
ILLUMINATING LIVES

SUPPORTING
ORGANISATION



OFFICIAL CAR



Kuala Lumpur

OFFICIAL VENUE



KUALA LUMPUR



OFFICIAL MEDIA PARTNER



OFFICIAL DIGITAL
MEDIA PARTNER



DIGITAL
MARKETER



TECHNOLOGY
PARTNER



STRATEGIC PARTNER



SOUND & LIGHT
PARTNER

