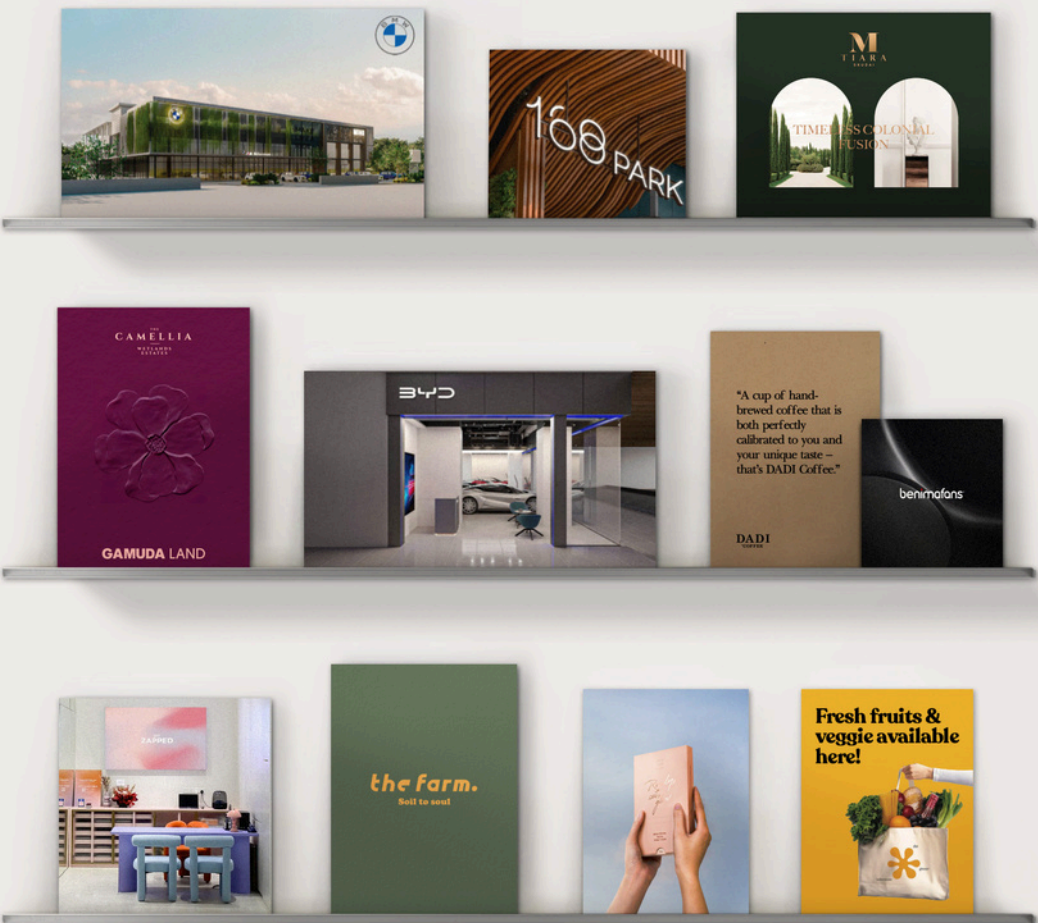


FEATURED BRANDS

JUSS

Shaping Unified Experiences
from Branding to Interior Design.



JUSS is a creative agency known for its unique approach to branding, graphic, and interior design. Rooted in the philosophy that imagination is the foundation of every creation, JUSS brings brands to life by crafting compelling stories and experiences that resonate deeply with their audiences. In a world where consumers seek more than just functionality, JUSS delivers emotional, visually captivating experiences that stand out.

Offering a comprehensive range of services—spanning brand strategy, identity, assets, and marketing—JUSS guides clients from concept to execution. Their work spans industries such as property, fashion, F&B, healthcare, and more, adapting creative solutions that align with each brand's core values.

What sets JUSS apart is their ability to create seamless experiences across all platforms—whether digital, print, or spatial. Their commitment to understanding and aligning with their clients' vision ensures that every brand becomes a lasting, memorable experience.

Looking to the future, JUSS aims to expand its global reach, continuously pushing creative boundaries while helping clients grow. With a dedication to transforming bold ideas into unique brand identities, JUSS is shaping the future of branding and design, one distinctive story at a time.

follow our instagram @juss.my and website www.juss.com.my

[f](#) [@](#) [v](#) theknightsaward

IMMENSE
GRATITUDE

Curated and Organised By

UKNIGHTED
CONSULTANCY

The Presenter



Supporting Organisation

CW YOUTH
COMMONWEALTH YOUTH
INNOVATION HUB



Malaysia
Truly Asia



Official Media Partner

astro

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Venue



Legal Advisory



Branding Partner

JUSS

Official PR Partner

INFLUASIA

ATTITUDE
IDEOLOGY

Digital Marketer



Conquer
with Honour

vol. 03
News & Updates

THE KNIGHTS NEWS



THE KNIGHTS AWARD SEASON 3

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THE KNIGHTS AWARD SEASON 3 PRESS CONFERENCE

The Knights Award Season 3, proudly presented by Mee Hiris China Muslim, takes place at one of the Malaysia's most iconic landmarks - KL Tower, on June 13, 2024, one year after the inaugural Season 1."

This year, as The Knights Award marches into Season 3, the organizing committee aims to elevate it to new heights. It is expected to welcome participation from at least 30 countries. Hollywood star Daniel Powter, the renowned singer of 'Bad Day' with over 500 million listeners on Spotify, will also make his debut as a guest singer in Malaysia.

The press conference witnessed the signing of two Memorandum of Understanding (MOUs) involving The Knights Award. The first Memorandum of Understanding (MOU) was signed with Mee Hiris China Muslim as the Presenter of The Knights Award Season 3.



Established in 2019, Mee Hiris now boasts over 30 branches across Malaysia, with a mission to provide the finest Halal Chinese Muslim cuisine in the country. Their initiatives will be further amplified through their involvement as the presenter of The Knights Award.

The second Memorandum of Understanding (MOU) forges a partnership between The Knights Award and the Commonwealth Youth Innovation Centre, marking a significant milestone in fostering international collaboration. Through this strategic agreement, The Knights Award is officially endorsed by Commonwealth Youth Innovation Centre, granting the winners access to an expanded array of international markets. This pivotal alliance not only amplifies the global reach of The Knights Award but also cultivates a dynamic platform for cross-cultural exchange and innovation.

The event was also graced by The National President of Zong Xiang Associated Chamber Dato Sri Robert Lim, Datuk Eric Chong, Hong Kong Renowned Actor Mr. Philip Keung, Ms. Goh Liu Ying, Top World mixed double badminton player.



COVERAGE FROM REGIONAL & INTERNATIONAL MAINSTREAM MEDIAS

Over the past two seasons, The Knights Award has celebrated over 100 illustrious stories across diverse fields. In Season 3, we will witness even more inspiring and remarkable stories."

The widespread media coverage of The Knights Award has garnered significant attention both in Malaysia and internationally, achieving over 30 million views across various mainstream media platforms. This impressive outreach is driven by features on prominent news outlets, television channels, social media platforms, and digital marketing campaigns. The event's success is attributed to its ability to captivate a global audience, drawing interest with high-profile celebrity involvement, award recipients from over 30 countries, and key partnerships with media organizations. This extensive visibility highlights the event's impact and the growing international recognition of Malaysia as a hub for global excellence.





ALL-ASIAN SATELLITE TELEVISION AND RADIO OPERATOR



“Astro remains committed to evolving as Malaysia’s No. 1 entertainment destination.”

Astro Malaysia Holdings Berhad, the nation's leading content and entertainment provider, serves 5.3 million homes, covering 66% of Malaysian TV households. Astro reaches 17 million weekly listeners across Astro Radio (FM and online) and engages 15.6 million monthly visitors on its digital platforms.

As Malaysia's largest content creator, Astro offers services such as Astro Pay-TV, NJOI, and Sooka, catering to diverse audiences. It bundles its Pay-TV with popular streaming services like Netflix, Disney+ Hotstar, and HBO GO. Around one million homes currently stream content via Astro's hybrid 4K UHD Ultra and HD Ulti Boxes, which feature 100,000 On-Demand videos and 13 integrated streaming services.

Astro Fibre enhances the Pay-TV experience, while Astro BIZFibre offers high-speed broadband for businesses. Astro has also introduced Addressable Advertising, blending TV's emotional appeal with digital targeting precision.

Astro Radio dominates across all key languages, and its digital platforms, including AWANI and Gempak, deliver engaging content. AWANI has been named Malaysia's most trusted news brand by the Reuters Digital News Report for six consecutive years.

Astro's sustainability commitment aims for carbon neutrality by 2040, guided by five ESG pillars. The company has been recognized by the UN Global Compact and won the Gold Award for Best CSR at the Malaysian Public Relations Awards 2023. A founding member of the FTSE4Good Bursa Malaysia Index, Astro is ranked in the top 7% globally for ESG performance.



PRESIDENT OF COUNCIL

“The Knights Award’s 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

Salam Malaysia Madani
Welcome to my beautiful country, Malaysia

As President of The Knights Award, it is not only my honour but also my deep privilege to witness the remarkable growth of this platform. What fills me with the greatest pride, however, is the tireless dedication and teamwork demonstrated by our entire organization and the incredible committee behind The Knights Award. This achievement is not mine alone; it belongs to every individual who has contributed to making The Knights Award the platform it is today.



My ambition has always been to build an ecosystem that benefits both individuals and the wider community—locally and globally. A sustainable business ecosystem is about creating lasting opportunities for future generations to thrive in an interconnected world.

By engaging in responsible and innovative business practices, The Knights Award serves as a platform to promote sustainable growth through partnerships that span industries and borders.

To our winners, I extend my heartfelt congratulations. Your achievements inspire us all, and I trust that as you continue on your journey, you will serve as examples of excellence, collaboration, and vision. Together, with the strength of teamwork and global cooperation, we are shaping a future where innovation, purpose, and sustainability are at the forefront.



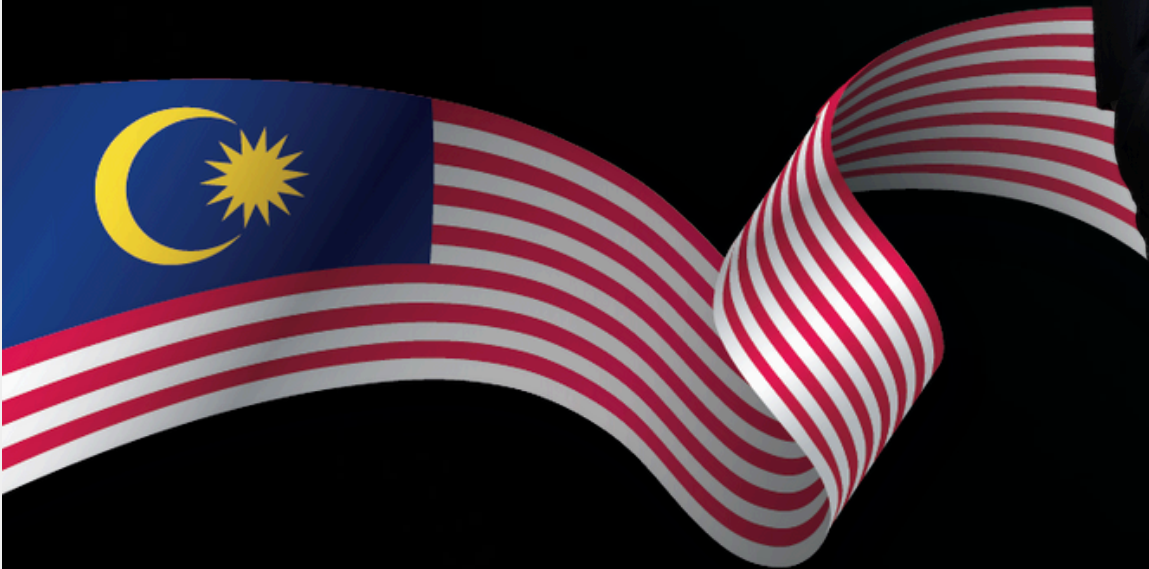
YANG MULIA TENGKU HISHAMMUDDIN ZAIZI

HONORARY ADVISOR

I extend my deepest gratitude to the organizing committee, collaborating partners and all participants whose tireless efforts have brought this event to life. Your commitment has ensured that The Knights Award continues to stand as a beacon of international collaboration and excellence.”

T. Hisham

Y.M. Tengku Dato' Dr. Hishammuddin Zaizi Bin
Y.A.M. Tengku Bendahara Azman Shah Alhaj
Honorary Advisor of The Knights Award






















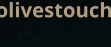



Y.M Tengku Dato' Dr Hishammuddin Zaizi Bin Tengku Bendahara Azman Shah is the son of Tengku Bendahara Selangor, of Tengku Azman Shah and also the first cousin to Sultan of Selangor, DYMM Sultan Sharafuddin Idris Shah Ibni Al-Marhum Sultan Salahuddin Abdul Aziz Shah. Tengku Dato' Dr Hishammuddin is currently a Director of iKHASAS Group. His vast business experiences and his education and intellectuality have furthered Y.M. Tengku Dato' Dr Hishammuddin to be a successful businessman.

HONOURABLE WINNERS SEASON 2

INDIVIDUAL

 Tan Sri Dr Noor Hisham Abdullah	 Prof Wang Gungwu	 Dato' Sri Siti Nurhaliza	 Dato David Arumugam
 Harith Iskander	 Marcelito Pomoy	 Bon Zainal	 Prof Dato' Chef Zam
 DJL Jonathan Lim	 Jaspers Lim	 Arieff Yong	 Mushi
 Ong Peng Chu	 Tsui Wing	 Benjamin Chuah	 Yani Bakhtiar

CORPORATE




















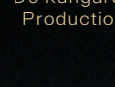

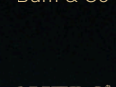

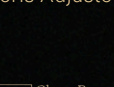


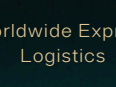


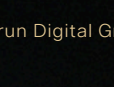
 W Hotel Kuala Lumpur	 Aston Martin Kuala Lumpur	 Bernama TV	 Guardforce Ai Co. Ltd	 MY FM	 White On White (M) Sdn Bhd
 SOCC Holdings Sdn Bhd	 Bollywood Fashion & Fashion Jewellery	 The One Steel Project Sdn Bhd	 Restaurant Shanghai Street	 Chamrun Academy	 Mozzafiato Beauty
 SK 76 Marketing Sdn Bhd	 World Of Buzz	 MonsterChef	 Simplysiti	 Acetreme Sdn Bhd	 Desi Events (M) Sdn Bhd
 Hayyan Huda Opah Kitchen (M) Sdn Bhd	 Olivestouch Technologies S/B	 Epigenetic Experience Centre Sdn Bhd	 Regenx Clinic	 The Creation Studio	

HONOURABLE WINNERS
SEASON 1

INDIVIDUAL

 Professor Tan Sri Datuk Dr Ghauth Jasmon	 Puan Sri To Puan Datuk Prof. Dr. Shariffa Sabrina	 Sasterawan Negara Dato' Seri A.Samad Said	 Dato' Dr Sheikh Muszaphar	 Datuk Nicol David	 Dato Aaron Aziz
 Jack Lim	 Jonathan Chik	 Dato Haji Ismail Bin Nordin	 Dato Sri Norman Pang	 Mark Lee	 Bob Lam
 Leng Yein	 Jaclyn Victor	 Rebecca Chan	 Datuk Jason Tan	 Dr. Ricky Beh	 Rizal Nainy
 Arnold Kwok	 Amber Tang	 Kelvin Chan	 Zung Ninja	 Aya Wong	 Danny Goh
 Edison Ser	 Caroline Ang	 Foong Wai Leon	 Eur Ing Hong Wai Onn	 Kyle Tham	 Leanz Lim

CORPORATE

 Tay Motors	 VIVO	 Parkroyal Collection KL	 De.Wan 1958 By Chef Wan	 Influsia	 Raaji Silk Palace
 Smileway Dental	 Ledgit Viable	 WKV Holdings	 Lokes Ice Cream	 Life Care Alliance	 RS Group
 Jade Garden Seafood Corner	 De Kangaroo Production	 Damoo Kitchen & Event	 Bam & Co	 Tanah Aina	 Autoris Adjusters
 Gryn Tech	 HAL Empire	 Worldwide Express Logistics	 Shero Cosmetic	 TCM & Western Naturopathic Malaysia	 Chamrun Digital Group
 The Herbal Room	 Sunshine Asia Group	 Idom Worldwide	 Leng Sean Grooming	 Ash Baker Fragrances	 TS Marine Frozen



PRINCE NORODOM NARAVONG

HONOURED GUEST

As we gather for this wonderful ennoblement ceremony, I wish each of you a memorable and inspiring experience. May this occasion serve not only as a celebration of achievements but also as a catalyst for future endeavours and collaborations.”


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



TAN SRI DATO' SRI ONG TEE KEAT

SPECIAL ADVISOR

I am particularly eager to help more entrepreneurs, businesses, and especially the younger generation, thrive in the international arena. With the right guidance, mentorship, and exposure, I believe, many more local talents can achieve global success.”


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

GENERAL SURAPON TAPANANONT

HONOURED GUEST

“As a representative of Thailand, I am particularly honored to witness this platform’s growth and its potential to foster even stronger ties between Malaysia and Thailand—two neighboring nations with a rich history of collaboration.”

Surapon T

General Surapon Tapananont
The Royal Thai Army



JJ DELGADO

SPECIAL ADVISOR - EU REGIONS

“I am excited to engage with fellow leaders, entrepreneurs and innovators through this platform. By working together, we can accelerate the growth of digital businesses, drive transformative innovation and create a future where technology, creativity and sustainability intersect for the betterment of all.”

JJ Delgado

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



PREMIER SOUND AND LIGHTING PROVIDER



Since its founding in 2015, WKV Holdings Sdn Bhd has risen to become Malaysia’s leading event resource supply agency, specializing in top-tier sound and lighting solutions and can manage up to 80 shows per day! Renowned for its commitment to excellence, the company delivers state-of-the-art equipment and reliable support for events ranging from live music performances and weddings to large-scale corporate affairs. WKV Holdings offers a comprehensive range of services, including sound systems, LED screens, staging, live streaming, and more, ensuring seamless event execution.

With nearly a decade of experience, their dedicated team works tirelessly to exceed expectations, crafting unforgettable experiences for clients. WKV’s mission centers on reliability and customer satisfaction, positioning them as a trusted partner in the industry. As they continue to grow, WKV Holdings envisions becoming Malaysia’s largest sound and lighting supplier, staying ahead of industry trends and expanding their reach across the nation.



CRAFTING UNFORGETTABLE CELEBRATIONS THROUGH ART AND DESIGN

AW
CREATIVE EVENT

AW Creative Event has established itself as a leading event planning company, known for blending artistry with meticulous attention to detail. Specializing in creating bespoke events, the company focuses on infusing celebrations with creativity and positive energy. With a background in art and a passion for design, AW Creative Event’s expertise lies in crafting unique, memorable experiences that leave a lasting impression.

During the pandemic, the company shifted its focus to weddings and celebrations, recognizing the power of joyful events in difficult times. Their dedication to excellence has earned them a stellar reputation in both Malaysia and China. Through collaboration with clients and designers, AW Creative Event consistently exceeds expectations, turning dreams into reality. With a strong commitment to innovation and artistry, AW Creative Event continues to set the standard for unforgettable celebrations, delivering happiness and beauty through every event they curate.





RAISING THE STANDARD IN EDUCATION AND FLAG SOLUTIONS SINCE 1981



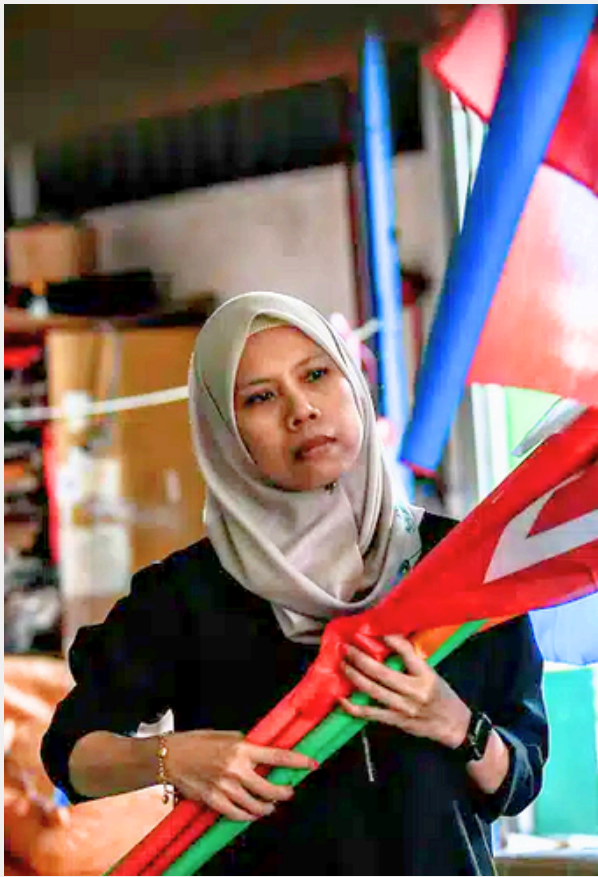
YOUR ONE STOP FLAG SUPPLIER
MAKMUR EDUCATIONAL SUPPLIES SDN BHD



Since 1981, Makmur has been a key player in delivering innovative educational solutions, consistently fostering a love for learning in students of all ages. Known for developing engaging and effective learning methods, Makmur has become an expert in various fields, including education, publication, learning aids, music, sports, and technology. The company's commitment to creativity and excellence continues to inspire and elevate the learning experience for both educators and students.

Beyond education, Makmur also specializes in providing premium corporate gifts, catering to businesses of all sizes with ready-made and custom solutions. Their offerings extend further with a wide selection of patriotic flags, including Malaysia, state, and international flags, available in both ready stock and custom-made designs. Makmur's products meet the highest standards, making them the top choice for national events and everyday use.

Known as Malaysia's top flag supplier, Makmur prides itself on quality and convenience, offering easy online access to their products. Customers can explore their flag options at www.bendera.com.my, while www.mes-online.com.my serves as a trusted platform for high-quality educational tools, providing textbooks, learning materials, and creative teaching solutions that enhance classroom experiences.



COUNCIL MEETING




The Council of Lords is made up of esteemed individuals, widely respected for their exceptional contributions and leadership across various industries. Their achievements are a testament to their influence and impact. The Knights Award is proud to have these distinguished figures on its council, where they honor and celebrate the remarkable accomplishments of the award winners, recognizing their contributions and the difference they have made in their fields.







DATO HJ ISMAIL NORDIN
Chairman of Koperasi Pengurusan Kewangan Hartanah Berhad (FICCOP)



DATUK DR. KUMARARAJAH
National Chamber of Commerce & Industry of Malaysia



PROFESSOR TAN SRI DATUK DR. GHAUTH JASMON
Founding President of Multimedia University (MMU)



YBHG PPJ BERSEKUTUAN (PA) PUAN SRI TO PUAN DATUK PROF. DR. SHARIFFA SABRINA BINTI SYED AKIL
President of Women's Sport Fitness Foundation MY



DR. KISHVA AMBIGAPATHY, ESQ.
Chairman for the Commonwealth Youth Innovation Centre


COUNCIL OF LORDS



DR. JON LOW
Founder of Smileway Dental Clinic



KELVIN CHAN KIN MAN
Hong Kong TVB Artiste, Composer



BON ZAINAL
Founder of Malaysia Bumiputra Designer Association (MBDA)



DJL JONATHAN LIM
Renowned Entrepreneur & Business Mentor



ESTHER HOR
Naqiz & Partners
A Member of RHT LAW Asia



UNLOCKING GLOBAL OPPORTUNITIES THROUGH DIPLOMATIC COLLABORATION

“By forging strong ties with international leaders, The Knights Award seeks to open new avenues for its winners, offering them access to global opportunities across various sectors.”

As The Knights Award reaches new heights, it continues to expand its influence beyond borders, engaging with multiple countries to foster greater international collaboration. With a strong commitment to broadening its global presence, The Knights Award has established connections with various ambassadors and high commissioners from different nations, actively discussing opportunities for collaboration. These discussions aim to create a platform where mutual benefits can be realized, ensuring that both Malaysia and partnering countries thrive through these engagements.

By forging strong ties with international leaders, The Knights Award seeks to open new avenues for its winners, offering them access to global opportunities across various sectors. The collaborative efforts will enable winners to extend their achievements and talents into international markets, further enhancing their recognition on the world stage. At the same time, these partnerships promote a win-win scenario, where both Malaysia and its global counterparts can exchange cultural, economic, and social benefits.

EMPOWERING COMMUNITIES

“A holistic approach to social impact, environmental responsibility, and diplomatic advocacy, inspiring positive change.”

Amal THZ, founded in 2019 by Y.M. Tengku Dato' Dr. Hishammuddin Zaizi, is a leader in promoting social welfare, education, and environmental stewardship. The organization has supported over 500,000 beneficiaries through charitable donations to underprivileged communities, frontliners, and individuals with special needs. As Patron of Ocean Hero Conservation, Tengku Hishammuddin advocates for marine conservation and climate action, aligned with UN SDG14: Life Below Water.

Amal THZ also focuses on educational advocacy, promoting eco-friendly practices like waste management and reducing single-use plastics. Tengku Hishammuddin's efforts have earned global recognition, including a Presidential Medal from President Mahmoud Abbas and an address at UNESCO in Paris.



Amal THZ's work extends internationally, providing aid to orphanages, hospitals, and special needs institutions. Their global initiatives include a charity drive in Tashkent, Uzbekistan. Amal THZ exemplifies a holistic approach to social impact, environmental responsibility, and diplomatic advocacy, inspiring positive change.

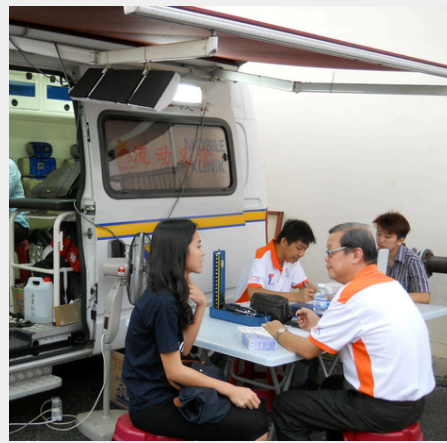


YAYASAN BAKTI NUSA MALAYSIA



Yayasan Bakti Nusa Malaysia is a non-partisan NGO committed to promoting integration, harmony, and social justice. These three guiding elements form the core of the foundation's vision as it strives to create a progressive and harmonious human society through various social intervention initiatives and programs.

The foundation's mission is rooted in shaping integration by fostering acceptance, mutual respect, and appreciation of diversity, both in faiths and ethnicities. This effort is aimed at nurturing harmony within the social fabric, not only among different communities but also in the relationship between mankind and nature. Furthermore, Yayasan Bakti Nusa Malaysia is devoted to pursuing social justice, characterized by ensuring equal access to opportunities, information, and resources for all individuals. Through these guiding principles, the foundation seeks to contribute to the development of a more just, harmonious, and integrated society for the benefit of all.



ABOUT SME CORP MALAYSIA





Why ESG matters to MSMEs?

What is ESG?

How to implement ESG?

Begin your Sustainability Journey now



Take a simple ESG self-assessment and get a copy of ESG Quick Guide for MSMEs





SME Corporation Malaysia (SME Corp. Malaysia) is the central coordinating agency (CCA) under the Ministry of Entrepreneur & Cooperatives Development (MECD) that coordinates the implementation of development programmes for small and medium enterprises (SMEs) across all related Ministries and agencies. It acts as the central point of reference for research and data dissemination on SMEs and entrepreneurs, as well as provides business advisory services for SMEs and entrepreneurs throughout the country.

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.

EXPANDING HORIZONS: COMMONWEALTH CONNECTIONS



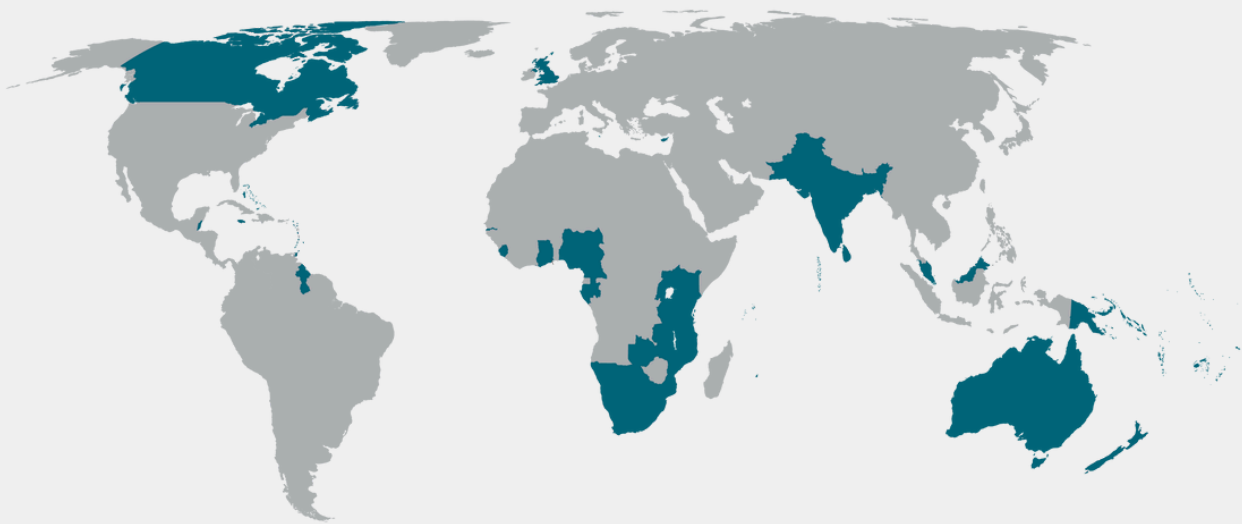
The Commonwealth Youth Innovation Hub is a dynamic platform designed to empower youth by developing human capital, driving economic and societal innovation, and fostering unity through sustainable impact. Launched by His Royal Highness Prince Charles of Wales during the 2017 Commonwealth Youth Summit in Malaysia, the Hub aims to enhance youth competencies through skills development, leveraging technology and creativity as key tools for growth.

By focusing on youth-led initiatives, the Commonwealth Youth Innovation Hub helps young people actively participate in global agendas and contribute to meaningful societal transformation. One of the key ways the Hub supports youth development is by providing an enabling space where young people can engage in advocacy and innovation, using their talents to create short-term, high-impact solutions to pressing challenges. This approach not only boosts individual capabilities but also strengthens community ties by fostering a spirit of collaboration and shared progress.

Additionally, the Hub hosts the global secretariat for the Commonwealth Youth Council and the Commonwealth Students Association, further solidifying its role in amplifying youth voices on an international scale. Through these initiatives, the Hub serves as a bridge between young people and global decision-makers, ensuring that the next generation plays an active role in shaping policies and driving sustainable change.

By empowering youth with the tools they need to succeed, the Commonwealth Youth Innovation Hub fosters innovation and promotes inclusive growth that benefits communities worldwide.

The Hub's mission is to create sustainable policy changes and tangible results by combining high-level advocacy with grassroots efforts."



56 Commonwealth Countries



MSME DEFINITION

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

SAVOR THE JOY IN EVERY SLICE





Mee Hiris China Muslim Restaurant was founded in 2019 in Senawang, committed to offering authentic Chinese Muslim cuisine in Malaysia. Known for its signature Mee Hiris noodles, the restaurant blends high-quality ingredients with traditional cooking methods, delivering a unique and flavorful dining experience. Now with 34 branches and plans to reach 40 by 2025, Mee Hiris China Muslim is rapidly expanding while maintaining its high standards of quality and service.

The restaurant's success is driven by strong teamwork, efficient central kitchen operations, and HALAL certification for its central kitchen and 19 outlets. Mee Hiris China Muslim remains dedicated to customer satisfaction, ensuring every dish reflects the rich traditions of Chinese Muslim culinary heritage and brings joy in every slice.

A standout on the menu is the restaurant's signature dish, the Mee Hiris soup with braised beef, which has achieved remarkable popularity, with over 1 million bowls sold. This traditional hand-pulled noodle dish, made fresh daily, captures the authentic flavors of Chinese Muslim cuisine. Popular in North China, the noodles are skillfully prepared by slicing kneaded dough into boiling water, ensuring a perfect texture. Paired with richly seasoned braised beef and flavorful broth, this dish exemplifies the restaurant's commitment to quality and craftsmanship.

Mee Hiris Soup with Braised Beef.
Over **1 MILLION** Bowls
Sold Across Malaysia.



FROM PADDY FIELDS TO PLATES



“
Creating Sustainable Dining
Experiences”

Founded by world-renowned photographer Zung Ninja, Private Ninja Kitchen brings a passion for transforming paddy fields into extraordinary dining experiences, where each dish reflects the land and sea's natural beauty.

With a commitment to supporting local farmers and fishermen, they create sustainable culinary journeys that highlight the freshest, locally sourced ingredients. By blending traditional techniques with modern culinary artistry, Private Ninja Kitchen offers more than just a meal—it provides a cultural and sensory experience. This initiative also empowers local communities by offering expanded opportunities for farmers and fishermen, ensuring a sustainable future through their innovative farm-to-table approach.



15 YEARS OF SWEET SUCCESS

For 15 years, Trendy Bakery & Confectionery has charmed customers with its delightful pastries and cakes, led by the ever-popular egg tarts, which sell up to 5,000 pieces daily. Recently, Trendy introduced its latest creation—the Japanese Purple Taro Egg Tart—a vibrant twist on the classic favourite.

Purple taro is not only visually appealing but also packed with health benefits. Rich in antioxidants, vitamins, and fiber, it helps promote healthy digestion, supports the immune system, and contributes to better heart health. This unique flavor offers customers a nutritious indulgence while maintaining the delicious, creamy taste they love.



EXPANDING REGIONAL EXCELLENCE IN CORPORATE LAW



Founded in 2005, Naqiz & Partners is a renowned corporate law firm based in Kuala Lumpur, known for providing comprehensive legal services across various sectors. The firm specializes in mergers and acquisitions (M&A), corporate governance, joint ventures, and compliance, with expertise led by managing partner Datuk Khairul Ismail. Their M&A team supports clients in industries such as healthcare, energy, technology, and real estate.

Naqiz & Partners also handles projects and infrastructure, intellectual property, banking, telecommunications, and real estate law. Known for swift, business-oriented legal solutions, the firm takes a multidisciplinary approach, offering end-to-end support, including regulatory compliance and dispute resolution.

In 2024, the firm strengthened its position through a merger with HMS Law, enhancing its regional presence as part of the ASEAN Plus Group. Recognized by Legal 500 and Asialaw, Naqiz & Partners continues to be a leader in corporate law in Southeast Asia.



FATEMEH SHADMANIZADEH

“Master of Charcoal Art, weaving lifelike detail and emotion into every stroke.”

Born in 1990, Fatemeh Shadmanizadeh is a renowned Iranian artist, celebrated for her expertise in various painting techniques, particularly charcoal painting. Known for her hyperrealistic artwork, she has been teaching and practising since 2013. Fatemeh's skills span a wide range, including coloured pencil, oil, acrylic, and calligraphy, though she is best known for her lifelike charcoal works. She runs a private art school with over 100 students and has exhibited in more than ten exhibitions in Kashan, including her most recent at the Tabatabaei House (The most affluent family in Kashan in the 19th century) in 2023.



EXPERIENCE BEYOND THE PLATE



GRAINS & GAINS SEKINCHAN

Sekinchan, known as "The Land of Fish and Rice," is just a 2-hour escape from the hustle and bustle of Kuala Lumpur, offering an ideal getaway. This charming fishing village is renowned for its fresh seafood, sprawling paddy fields and coastal beauty provides the perfect retreat for those seeking a tranquil and picturesque break from city life.

Mee Hiris China Muslim joins hands with The Knights Award to promote the beauty of Sekinchan. Set amidst lush paddy fields and surrounded by the golden hues of the setting sun, guests enjoyed a seafood omakase paired with freshly made Mee Hiris. The Mee Hiris China Muslim chef performed his signature hand-sliced noodle demonstration, captivating the audience with his mastery before serving the freshly prepared noodles as part of the omakase meal. This seamless blend of traditional performance art and modern gastronomy made the omakase picnic an unforgettable event, unmatched anywhere else.



MEE-RDEKA CAMPAIGN

On 26th August 2024, Mee Hiris China Muslim celebrates the grand opening of its 31st outlet at Sunway Putra Mall, coinciding with Malaysia's 67th Independence Day. The event features a special performance by legendary singer Man Bai, who captivates the audience with "Kau Ilhamku" and "Setia," evoking a deep sense of patriotism.

Mee Hiris China Muslim also partners with KL Hop On Hop Off buses, featuring their signature dishes, blending advertising with an innovative connection to Kuala Lumpur's vibrant tourist experience. This collaboration highlights their commitment to engaging with customers and the city's culture.



MHCM X AARON AZIZ

Mee Hiris China Muslim fans are in for a star-struck evening as they are selected for an unforgettable night with their favorite movie star, Aaron Aziz. With zero distance between them and the star, fans get the chance to mingle, take photos, and create lasting memories. Many bring their families to enjoy the special dinner, making it a joyous occasion. More than just a restaurant, Mee Hiris China Muslim is a place where memories are made, bringing people together for truly memorable experiences.



GRAINS & GAINS GATHERING

“Sekinchan, often referred to as “The Land Of Fish And Rice,” offers the perfect getaway from the bustle of Kuala Lumpur, is just a short two-hour ride away.”

Through the participation of 50 delegates from various industries with KL Hop On Hop Off Bus under Tourism Malaysia’s initiatives, The Knights Award seeks to amplify the message of preserving and celebrating Sekinchan’s rich cultural and natural heritage.



This charming fishing village, known for its paddy fields and fresh seafood, serves as the ideal backdrop for TKA’s commitment to supporting local culture and contributing to the national Cuti-Cuti Malaysia initiative.



Indulge in the freshest catch, served straight from sea to table, at Hai Seng Huat Fishery. Savor a unique omakase dining experience amidst lush paddy fields, beautifully complemented by the golden hues of the setting sun at Ninja Private Kitchen. The Mee Hiris China Muslim chef captivated guests with a live performance of the signature hand-sliced noodle show - Mee Hiris.

HAYYAN HUDA OPAH KITCHEN



Hayyan Huda OpaH’s Kitchen, conceptualized by the parents of two precious special needs children, Hayyan and Huda, has been a beacon of hope and inclusivity since its establishment in 2018. Located atop a hill in Kampung Bukit Temiang, Seremban, Negeri Sembilan, this restaurant is not just a culinary haven but a visionary initiative with a mission to create a vocational training center in the food and beverage industry for special needs youths.

The ambiance of Hayyan Huda is a picturesque blend of traditional Negeri Sembilan charm, offering guests a serene setting to savor authentic local delicacies. Renowned for its signature dish, smoked beef braised with spicy coconut milk, or locally known as ‘masak lemak cili padi daging salai,’ the restaurant has perfected this culinary delight. The dishes, served directly to the table, are portioned for sharing, making Hayyan Huda a popular choice for family gatherings and large groups.

The restaurant doesn’t just excel in savory dishes; it also boasts an impressive array of baked goods. With over 20 different types of cakes baked fresh daily by the in-house bakery team, Hayyan Huda takes pride in offering patisserie-quality cakes that rival those found in Klang Valley.



CRAFTING CULINARY MASTERPIECES FOR EVERY EVENT



MonsterChef, established in 2015 and led by Chef KC Choong, has become a standout in Malaysia’s catering industry, known for its culinary innovation and excellence. With a decade of experience, the company offers bespoke menus tailored to clients’ tastes, ensuring each event is a unique gastronomic experience.

What sets MonsterChef apart is its fusion of local Malaysian delicacies with international flavors, delivering a diverse and refined menu. The use of fresh, locally-sourced ingredients reinforces their commitment to quality and sustainability, supporting local farmers. MonsterChef’s attention to detail extends beyond the food, with stunning fresh flower setups and a professional team ensuring flawless events. More than just catering, MonsterChef offers a complete, immersive experience, making every occasion unforgettable.



PERSONALITY HIGHLIGHT

A PIONEER IN MALAYSIAN MENSWEAR FASHION



Bon Zainal's fashion journey began at the School of Fashion & Merchandising in Los Angeles, where he specialized in grooming and styling. His early career highlights include training under Hollywood stylist Rick Pallack and working at Ralph Lauren in Beverly Hills.

Upon returning to Malaysia in 1990, Bon honed his skills in menswear, later founding Bon Fashion Legacy Sdn Bhd (BFL) in 2014, which targets the upper-end men's fashion market. BFL emphasizes high-quality materials, meticulous design, and professional customer service, delivering unique collections tailored to real men's needs.

Bon Zainal also founded the Malaysia Bumiputra Designer Association (MBDA) and Tower Fashion Eleganza, hosting the Highest Altitude Fashion Show in 2023. Bon continues to be a leading force in Malaysian fashion, known for his timeless style and innovation.



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CELEBRATING UNITY, EMBRACING DIVERSITY TOGETHER IN EVERY FESTIVE

In a land where cultures intertwine beautifully, every celebration – be it Christmas, Chinese New Year, Hari Raya, or Deepavali – becomes a collective expression of joy. The Knights Award brings this spirit of togetherness to life, organizing gatherings that honor and celebrate the rich cultural heritage of Malaysia."

As we gather to celebrate the rich tapestry of diverse festivals, whether it's Christmas, Chinese New Year, Hari Raya, or Deepavali, the focus is on more than just the festivities themselves. These occasions offer opportunities to share well-wishes, build lasting friendships, and foster a sense of unity across communities.

The Knights Award, known for championing inclusivity, brings together individuals from all walks of life during these significant celebrations, creating a shared atmosphere of joy and camaraderie.

These gatherings highlight Malaysia's commitment to unity in diversity, where people of different races, religions, and backgrounds unite to honor each other's traditions. Regardless of differences, everyone comes together under one roof to embrace the beauty of these cultural moments, reinforcing a harmonious, inclusive environment.



Malaysia shines as a beacon of harmony in diversity, with celebrations like Hari Raya and Chinese New Year uniting everyone in shared joy. The Knights Award reflects this spirit by organizing gatherings during key festivities, celebrating the rich cultural heritage that makes Malaysia a vibrant, unified nation. Living harmoniously together, Malaysians celebrate diversity, proving that our strength lies in unity and mutual respect.

FEATURED EVENTS



A VISIONARY IN BEAUTY AND ARTISTRY

With over 40 years of experience in hairdressing, fashion, and artistry."

Albert Nicomedes has built a remarkable career fueled by passion and creativity. His journey began as a model, evolving into a celebrated hairstylist and Artistic Ambassador. Albert's dedication has earned him numerous awards and the honor of judging prestigious hairstyling competitions. Beyond hairstyling, his talent as a street photographer, featured in Vogue Italia, showcases his versatility and love for capturing beauty in various forms.

Currently, as the Kevin Murphy Icon for Malaysia, Albert mentors and inspires the next generation of artists, encouraging them to pursue their passions and push creative boundaries. His work blends fashion, art, and visual storytelling, making him a true visionary in the beauty industry. Albert remains committed to breaking barriers and exploring new creative possibilities, continuing to inspire others in the ever-evolving world of beauty.



DANIEL'S UNSTOPPABLE MUSICAL JOURNEY

Canadian artist Daniel Powter seems to have been born with melodies pouring out of his soul. Performing music since he was a child, he gradually focused on learning to write songs. He quickly found that music was his true passion, realising that it was the only thing he wanted to do. Throughout his youth, Daniel wrote and performed his songs to family, friends and anyone who would listen.

Then, on a random ferry ride from Victoria to Vancouver it happened. He wrote a song that comes along rarely, like the total eclipse of the sun - A song that was instantly relatable to everyone who heard it, with a melody that once heard was never forgotten, and it continues to touch fans all over the world. That song was "Bad Day", Daniel Powter's first single on Warner Bros. Records.

“Bad Day” was #1 on the Billboard Hot 100 singles charts for five consecutive weeks.

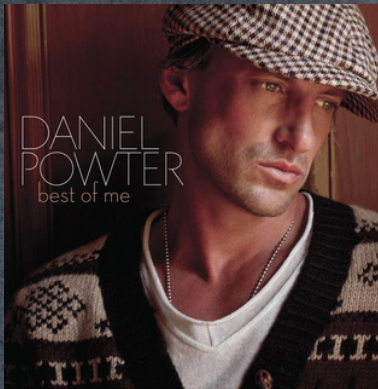
600 MILLION streams on Spotify
25 MILLION copies sold

"Bad Day" turned into a runaway hit around the world with over 25 million copies sold and continues to stream massively to this day. After its initial release, the song charted at #1 in over 40 countries around the world, including the Asian territories of Taiwan, Japan, China, Hong Kong, Korea, Indonesia, Singapore, Malaysia and the Philippines.

It was an unstoppable juggernaut that became and remains the largest-selling digital single in history around the world. Daniel was awarded numerous awards throughout the world for this achievement and for the massive success of his debut album. "Free Loop," another hit single from that album, also received massive airplay and sales throughout the world shortly thereafter.

In Japan the album was the second biggest selling debut album ever from an international artist, selling well over 1.5 million copies. This success in Southeast Asia alone has over the years lead to multiple sold out shows and television performances throughout the region, including Japan, China, Hong Kong, Taiwan, Thailand, Singapore and Indonesia. Daniel was also a featured performer on the worldwide telecast of Live 8, featuring the very top artists throughout the world performing at eight different locations.

Daniel performed before hundreds of thousands of fans and delivered a stellar performance in the shadow of Berlin's Brandenburg Gate. He has toured extensively throughout North America, Europe, Australia as well as in Asia to promote his multiple album releases.



EXCLUSIVE SCREENING

“ Sayu Yang Syukur exclusive screening with cast meet & greet.”

In a dazzling celebration of cinematic excellence, the illustrious Dato Aaron Aziz, director and lead actors of the enchanting love-themed movie - Sayu Yang Syukur graces an exclusive screening at GSC Mid Valley. The star-studded event marks a jubilant commemoration of Dato Aaron Aziz's outstanding achievement as being the winner of The Knights Award Season 1. The exclusive screening, attended by a full house of 125 esteemed guests, encapsulates The Knights Award's mission to share success stories and cultivate a community that applauds accomplishment together.



CINEMATIC LUNAR NEW YEAR!

An exclusive private screening of All In 扑克王者 will be held to celebrate Chinese New Year with the main cast. The film, starring Jack Lim 林德荣 and Yumi Wong 黄诗棋, both winners of The Knights Award Season 1, achieved remarkable success.

It broke the Malaysian box office record and ranked among the top 4 highest-grossing Malaysian Chinese movies. This special event honours the film's success and give fans a chance to connect with the stars.

“ Broke the Malaysian box office record with RM 7,018,000!”



(L) Yuan Teng , Wayne Thong , Yumi Wong , Dr. Zyro Wong , Jack Lim & Philip Keung (R)



MASTER SUYEN LIM

In a world where life and business are increasingly complex, Master Suyen Lim has mastered the art of using Chinese Metaphysics to provide clarity and purpose. As the Qi Men Dun Jia Business Strategist, she has spent over 20 years guiding individuals and businesses toward success through ancient techniques like Qimen, Feng Shui, and Bazi.

Her approach is deeply personalized, offering not just advice but life-changing strategies that align with cosmic energies to promote prosperity and well-being. With over 773 Feng Shui assessments and 3,139 consultations, Master Suyen's expertise is trusted by major corporations and individuals alike.



“Through her work, she empowers others to embrace their destiny, believing that “Your Success is Our Pride.”

Her influence extends beyond consultancy. As a sought-after speaker at events like Allianz Malaysia's Feng Shui Talks, she has become a thought leader in the field, inspiring nearly 100,000 followers.



WHERE ART MEETS INNOVATION

“Each project is a journey, transforming abstract beauty into captivating, tangible art that resonates with the target audience.”

Founded in 2013, The Creation Studio is a dynamic team of skilled artists committed to delivering client-centric creative solutions with a personal touch. Known for blending innovation with versatility, they specialize in various painting techniques and technologies, consistently producing exceptional visual work. With a focus on exceeding client expectations, The Creation Studio's dedication to detail and continuous improvement has established them as a trusted name, forging lasting partnerships through their outstanding craftsmanship.



LAND OF PERSIA

Iran, formerly Persia, is a historically significant West Asia country with diverse landscapes, rich cultural heritage, and a key role in the global energy sector. Known for producing the world's finest saffron and carpets, Iran remains an untapped destination for many Malaysians, offering unexplored opportunities.

Despite its many attractions, Iran remains an untapped destination for many Malaysians due to a lack of awareness, offering numerous unexplored opportunities waiting to be discovered.



The team visits major cities like Tehran, Esfahan, Qom, and Kashan, engaging with various groups. WKV Holdings, a Season 1 winner of The Knights Award, joins the exploration, showcasing the growing ties between Iran and Malaysia.



“In a notable development, The Knights Award has been invited by Iranian authorities to explore the country.”




Qatar's strong macroeconomic fundamentals are driven by progressive, well-funded economic policies. The 2008 National Vision Plan, backed by a multi-billion-dollar budget, offers investors unique opportunities to engage in ambitious projects. The Qatar Free Zones (QFZ) comprise two prime locations: Ras Bufontas, near Hamad International Airport, and Umm Al Houl, adjacent to Qatar's advanced deep-seaport.

QFZ provides attractive incentives such as 20-year corporate tax holidays, no individual income taxes, zero customs duties, 100% foreign ownership, and full capital repatriation. Additionally, the government promotes high-potential technologies like autonomous warehouses, drones, AI-based systems, and smart customs, keeping Qatar investor-friendly and technologically advanced.

EXPLORING QATAR

“QFZ provides 20-year corporate tax holidays.”






REBORN IN LUXURY

Abandoned Boeing 737 Transformed into a Cliffside Villa in Bali

Somewhere you would rather be.....
Stay in the world's first luxuriously appointed Boeing 737 villa conversion, Dream child of Creative Hotelier Felix Demin, perched on the cliff tops overlooking Nyang Nyang Beach Uluwatu Bali Indonesia





Helena Law Lan 羅蘭



A LEGACY OF 85 YEARS ON SCREEN

Born in 1934, Law Lan is a legendary Hong Kong actress whose career spans over eight decades. She began her journey at age five, initially known for her roles as antagonistic characters in black-and-white films. Her stage name, "Law Lan," was chosen to evoke the image of Shanghai socialites, reflecting the roles she portrayed early in her career.

In 1971, her career took a significant turn when she joined TVB, Hong Kong's leading television network. At TVB, Law Lan expanded her acting range, showcasing her versatility in drama series and participating in the iconic variety show Enjoy Yourself Tonight. This period solidified her status as a household name in Hong Kong entertainment. Though her career covered a wide range of genres, Law Lan became best known for her roles in Hong Kong horror films, often portraying supernatural mediums. Over her career, she starred in over 36 horror films, becoming an iconic figure in the genre. In 2000, at the age of 66, she became the oldest recipient of the Best Actress award at the 19th Hong Kong Film Awards for her role in Bullets Over Summer.

Today, Law Lan is revered as a cultural icon, celebrated for her longevity, versatility, and contributions to Hong Kong cinema and television. Her legacy continues to inspire generations of actors.



DIVE INTO ANOTHER WORLD

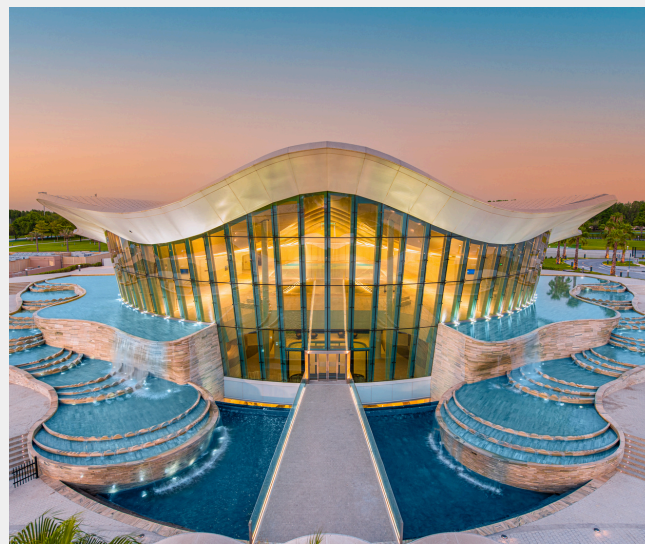


Take the plunge and explore an abandoned, flooded city 60 meters underwater. Experience Deep Dive Dubai – a world of exciting and unique scuba and free diving opportunities. Created for both professional and beginner divers, Deep Dive Dubai is unlike any other pool in the world.

Filled with 14 million liters of warm water, it opens up new adventures for experienced divers and thrill-seekers who want to go deeper and explore further.

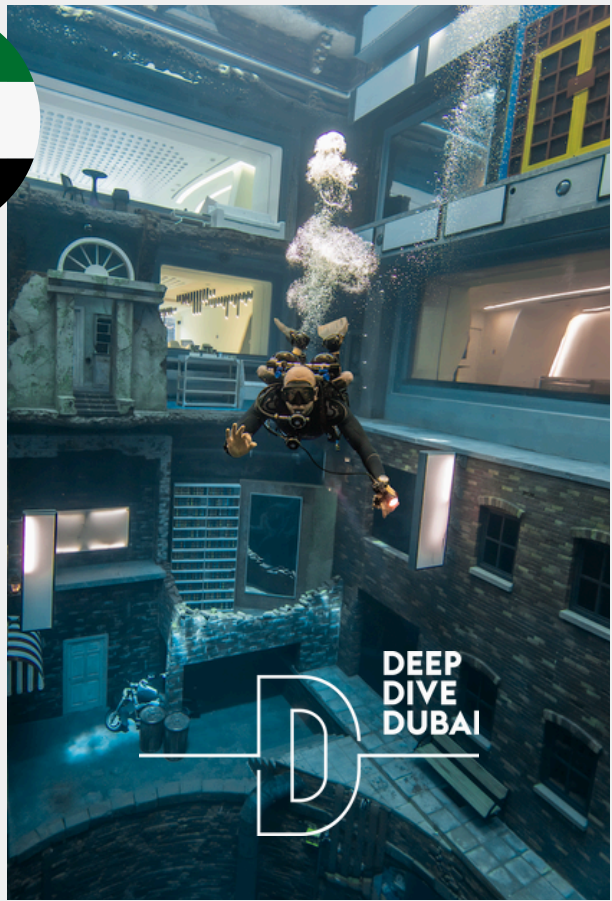
Inspired by the UAE's rich pearl-diving heritage, this venture sets new standards (and depths) in the nation's ambitious vision for an incredible future.

Located in Nad Al Sheba – 15 minutes from Downtown Dubai and 25 minutes from Dubai International Airport – Deep Dive Dubai is now open, offering a variety of experiences including discovery dives for first-timers, scuba dives, freedives, and diving courses and workshops on all levels, from beginner to technical instructors.



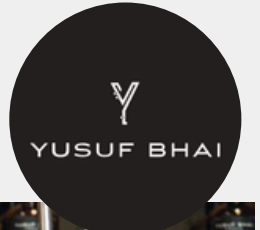
With a record-breaking depth of 60 meters, this underwater attraction allows novices to explore in the safety of a controlled diving environment.

“Dive into the world's largest and deepest underwater attraction in Dubai.”



DOCTOR OF FRAGRANCE

“The Perfumer Who Recreates Memories in 15 Minutes.”



Dr. Yusuf Madappan, known as Yusuf Bhai, possesses a remarkable ability to recreate any scent within 15 minutes, helping people reconnect with lost memories through fragrance. His deep understanding of aromas allows him to evoke powerful emotions and nostalgia, transporting individuals back to cherished moments.

With over 3 million followers on Instagram, Yusuf Bhai has gained a global following, attracting tourists from around the world who seek his extraordinary talent.

Whether recreating the scent of a loved one or a fragrance tied to a special time, his bespoke creations have made him a beacon for those looking to revive lost memories.

Featured in Khaleej Times and CNN Arabic, Yusuf Bhai continues to inspire, offering a truly personal and transformative experience that has earned him worldwide recognition in the perfumery industry.





ASTRO



Tigrox
Tiger Milk King



KL Tower



Welcome2Print



Hainan Longpan
Oilfield Technology



Mee Hiris
China Muslim



JUSS



Trendy Bakery &
Confectionery (M)
Sdn Bhd



TY & TWC Roller
Shutter Sdn Bhd



Nicol David
Organisation



Naqiz &
Partners



Ljack



Bear Boss
Buddies



KL Hop On
Hop Off



Bingxue



Cubebee Design
Sdn Bhd



Marq Academy



Chamrun AI
Australia



Xiins Aesthetic



Ninja Private
Kitchen



Rich Talents
International College



Lesung Saigon



Ichi Yama Taka
Kabushiki Gaishi



The Joi





Daniel Powter



Law Lan



Dato' Sri Bernard
Chandran



Felix Demin



Tan Sri Mohd
Bakri Mohd Zinin



Dr. Yusuf Bhai



Master
Suyen Lim



Philip Keung



Enkh-Erdene
Otgonbaatar



Lara Maigue



Goh Liu Ying



Dato
Vincent Nee



Putri Ariani



Albert
Nicomedes



(Dr) Eric Ang



Professor Dr
Tan Yen Wooi



Kien Lim



Peter Rosalita



Fatemeh
Shadmanizadeh



Syed Farouq

HONOURABLE WINNERS OF SEASON 3

CURATED AND ORGANISED BY THE PRESENTER SUPPORTING ORGANISATION VENUE OFFICIAL MEDIA PARTNER POWERED BY LEGAL ADVISORY BRANDING PARTNER OFFICIAL PR PARTNER DIGITAL MARKETER

























