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# FOREWORD



The growth of Malaysia's exports is an important part of our economic progress. After all, exports account for a big chunk of the national income. Furthermore, when the country's business sector can compete with the rest of the world, it means our economy is strengthened, our fellow Malaysians enjoy new opportunities and we can aspire to be among Asia's most dynamic nations.

Prime Minister Tun Dr Mahathir Mohamad recently said, "We will work hard and produce quality goods to show the world that Malaysia has indeed recovered and is raring to return as an Asian Tiger." He clearly believes that we are ready to join the top performers in the region. Let's make it a reality!

In the march towards this goal, *The Star* is doing its part by recognising, encouraging, honouring and celebrating businesses that add to Malaysia's export success. Whether they manufacture products, sell commodities or provide services, we are grateful to all of them because their investments and sales have fuelled our economy.

Hopefully, as these Malaysian companies continue to fare well internationally and as others make a similar impact in the global market, we will once again be an Asian economic miracle within the next few years.

The awards are not only about saluting achievements. The programme also provides all participants with access to support and advice from export professionals. In addition, participants can make new business connections through our roadshows.

Furthermore, going through the awards process is a way to sharpen your company's narrative in an increasingly competitive world and help us all to project Malaysia's credentials on the world stage.

I eagerly look forward to your participation.

Datuk Seri Wong Chun Wai  
Group Advisor  
Star Media Group Berhad



# FOREWORD



As Malaysia's first bank with a 143-year history of facilitating trade and investment in the country, Standard Chartered is honoured to be able to provide a platform for exporters to showcase their capabilities and global potential through the Export Excellence Awards.

At Standard Chartered, our purpose sets us apart: to drive commerce and prosperity through our unique diversity. We connect people and businesses to some of the world's fastest-growing and most dynamic regions - Asia, Africa and the Middle East. Our deep knowledge of local markets and our understanding of the economic drivers, puts us in a strong position to facilitate exports from Malaysia, helping local businesses gain a strong foothold abroad.

With the Bank's deep roots in trade, the spirit of the Awards is close to our hearts. We hope the Awards will encourage more businesses to grow from strength to strength, beyond borders and, reap the rewards of the export industry.

The Malaysian economy has witnessed a remarkable period of economic growth and remains one of the leading exporting nations in the world. The manufacturing sector played a decisive role in its economic success, contributing significantly to output, employment and exports.

It is impressive to note that the export profile of the country has changed over time and has become more diversified, thereby mitigating concentration risk on any specific product exports.

Malaysia has regained its place among the Top 20 economies in the world for 'ease of doing business' at number 15 in the World Bank Doing Business 2019 report. This offers opportunities for global brands and multinational companies to use Malaysia as its manufacturing and export base.

Malaysia's competitiveness is based not only on price but is a culmination of quality, assurance of supply and long-term continuity. The progressive growth in exports from Malaysia to many markets in the world is an indication of Malaysian exporters' competitiveness, shaped by sound macroeconomic management, the globalisation of industries, visionary leadership and the resilient, competitive spirit of Malaysian entrepreneurs.

We would also like to extend our deepest appreciation to Star Media Group for giving us this very exciting opportunity to be a part of the Awards and I look forward to the calibre of participants we will be receiving this year.

Thank you.

A handwritten signature in black ink, appearing to read 'Abrar Anwar', written in a cursive style.

Mr. Abrar A. Anwar  
Managing Director/ Chief Executive Officer  
Standard Chartered Bank Malaysia Berhad



# ABOUT THE AWARDS

Star Media Group Berhad (“The Star”), in partnership with Standard Chartered Bank Malaysia Berhad, is introducing the Export Excellence Awards (“EEA” or “the Awards”) to recognise Malaysia’s exporters and to show appreciation to them. Exports of goods and services are critical to a country’s economy which will greatly assist in the country’s development including job creation and increased prosperity for the community and country. The EEA will showcase successful internationally active companies in Malaysia and honour their contributions to the Malaysian economy. The EEA also seek to inspire and encourage local and multinational businesses to promote Malaysian products or services to the world.

The EEA are presented to exporters in selected industry sectors and also to companies which export services. The awards are further sub-categorised based on the turnover of the companies so as to recognise the achievements of small and medium enterprises as they will compete on a level playing field.

In summary, these awards are introduced with the following objectives:

- To recognise the role and contributions of outstanding exporters towards the nation and the economy;
- To increase awareness among Malaysians as to the important role that exports play in the nation’s economy;
- To celebrate and reward Malaysia’s most successful exporters;
- To promote Malaysia’s top exporters as corporate role models, in order to inspire other businesses to consider exports or to further increase their exports; and
- To motivate and inspire exporters to aim for excellence in their products and services.



# AWARD CATEGORIES

The Awards are presented to top exporting companies based on the industries in which they operate in. In this regard, there are 6 industry groups plus one industry group for services. Companies are evaluated by independent judges based on prescribed criteria.

These seven 'Top Industry Awards' comprise the following industry groups:

1. Electrical & Electronics
2. Oil & Gas
3. Chemical, Mineral & Alloy
4. Agriculture
5. Machinery, Equipment & Automation
6. Other Industries
7. Services

In addition, there will be two special awards; one for "Halal Products" and the other for "Exporter of the Year".

The seven Top Industry Awards are further described below:

## 1. ***Electrical & Electronic Award***

Recognising outstanding international success in the field of production and exporting consumer or industrial electrical & electronic products, parts or components.

This industry category includes manufacture of adapters, capacitors, circuit breakers, connectors, diodes, insulators, integrated circuits, computer hardware and components, air-conditioners, refrigerators and audio visual equipment.

## 2. ***Oil & Gas Award***

This award goes to the company that has outstanding international success in the field of exploration, producing and exporting oil and gas related products including exploration, oil abstraction, renting or producing of relevant machinery specifically for oil and gas industry only.

This industry category includes manufacture of actuators, centrifugal pumps, valves and related communication equipment and the provision of services relating thereto.



## AWARD CATEGORIES – Cont'd.

### 3. ***Chemical, Mineral & Alloy Award***

Awarded to the company that has outstanding international success in the field of chemicals, minerals and alloys or metal related products including but not limited to the mining or supply of raw material, production and processing of chemicals.

This industry category includes organic and inorganic chemicals, oleochemicals, petrochemicals, resins and dyes.

### 4. ***Agriculture Award***

Awarded to the company that has outstanding international success in the field of agriculture-based commodities such as palm oil, rubber, timber, cocoa, tobacco, vegetables, fruits and nuts, plants and flowers, prepared/processed food and beverages, livestock and fish products.

This industry category also includes companies that are involved in any activity concerned with culturing, processing, preserving and/or selling the fresh agricultural products or the relevant semi-finished goods or finished goods processed from the said agricultural products.

### 5. ***Machinery, Equipment & Automation Award***

Recognising outstanding international success in the field of production and export of machinery, equipment and automation including agricultural machinery, boilers, construction machinery and food processing machinery and their parts or components.

### 6. ***Other Industries Award***

Awarded to the company that has outstanding international success in the field of exporting products that is not in any of the industry categories mentioned in 1 to 5 above.

### 7. ***Services Award***

Awarded to the company that has outstanding international success in the field of export of services or of provision of services to foreigner(s) including inbound services rendered in Malaysia such as tourism, education, healthcare services, etc. To be included under this category, the principal part of the supply or work performed shall be in services even though some physical goods may be supplied e.g. repairs and maintenance.

This industry category also includes professional services, construction-related services, printing and publishing, logistics and information, communication and technology (ICT) services but does not include services provided to the Oil & Gas industry category above.



## AWARD CATEGORIES – Cont'd.

The 1<sup>st</sup> to 6<sup>th</sup> Top Industry Awards above are further sub-categorised into three tiers, as follows:

- Small and Medium enterprises with annual sales turnover of up to RM50 million;
- Mid-Tier companies with annual sales turnover above RM50 million and up to RM500 million; and
- Large Companies with annual sales turnover above RM500 million.

For the 7<sup>th</sup> Top Industry Award for Services, this is similarly sub-categorised into three tiers but with lower sales turnover, as follows:

- Small and Medium enterprises with annual sales turnover of up to RM20 million;
- Mid-Tier companies with annual sales turnover above RM20 million and up to RM100 million; and
- Large Companies with annual sales turnover above RM100 million.

The above sub-categories by annual sales turnover are set out in the table below. The annual sales turnover will be based on each company's latest audited financial statements.

Annual sales turnover (RM' mil)	1 <sup>st</sup> to 6 <sup>th</sup> Top Industry Awards (Products)	7 <sup>th</sup> Top Industry Award (Services)
Small and Medium Enterprises	Up to RM50 million	Up to RM20 million
Mid-Tier Companies	> RM50 million up to RM500 million	> RM20 million up to RM100 million
Large Companies	> RM500 million	> RM100 million

## SPECIAL AWARDS

### 1. HALAL PRODUCTS

The special award is awarded to the company that has outstanding international success in its export of halal products to overseas.

### 2. EXPORTER OF THE YEAR

The Exporter of the Year Award is the pinnacle award for EEA. There will be three winners; an Exporter of the Year Award for each of the three tiers i.e. Small and Medium Enterprises, Mid-Tier Companies and Large Companies.

Companies can submit applications for the seven Top Industry Awards and the Special Award for Halal Products. As the seven Top Industry Awards will be presented based on the above industry categories, an applicant should first assess which industry category it would like to participate in taking into account its business operations and the eligibility requirements. The applicant should then specify which of the three turnover tiers (Small and Medium Enterprises, Mid-Tier Companies and Large Companies) it is participating in which is based on the annual sales turnover in its latest audited financial statements.

No application is required for the Exporter of the Year Award as the winner in each of the seven Top Industry Awards in each turnover sub-category (Small and Medium Enterprises, Mid-Tier Companies and Large Companies) will automatically qualify to be considered for this Award. This Award will be evaluated by independent judges and will be awarded to the Company with high ratings in a Top Industry Award and is generally the best in the market with an exemplary track record.

# ENTRY REQUIREMENTS

## 1) Eligibility Requirements for Top Industry Awards

In order to qualify as an applicant for any of the seven Top Industry Awards listed above, the company must meet the following requirements:

- The company is duly incorporated in Malaysia in accordance with the Companies Act 2016. [Please note that a company registered under the Companies Act 1965 is deemed to have been registered under the Companies Act 2016];
- For a group of companies\* (“the Group”), only those companies incorporated in Malaysia in accordance with the Companies Act 2016 are eligible to apply either individually or as a Proforma Group.
- At least 50% of the revenue of the company or the Group\* was generated from exports in the past three (3) consecutive financial years; and
- Must submit audited financial statements for the past three (3) consecutive financial years.

## 2) Eligibility Requirements for Special Award - Halal Products

In order to qualify as an applicant for the Special Award for Halal Products, the company must meet the following requirements:

- The company is duly incorporated in Malaysia in accordance with the Companies Act 2016;
- For a group of companies\* (“the Group”), only those companies incorporated in Malaysia in accordance with the Companies Act 2016 are eligible to apply either individually or as a Proforma Group.
- At least 25% of the revenue of the company or the Group\* was generated from exports of halal products in the past two (2) consecutive financial years;
- It is mandatory for Halal certificate(s) to be furnished for the exported halal product(s); and
- Must submit audited financial statements for the past two (2) consecutive financial years.

Note:

\*group of companies (“the Group”) refers to a holding company (incorporated in Malaysia in accordance with the Companies Act 2016) and its subsidiary companies as defined in the Companies Act 2016.

If the Group is involved in business operations in more than one industry category, the Group may submit applications in more than one industry category. In this regard, the company or companies in the Group which are involved in a particular industry category may submit an application for that particular industry category while another company or other companies in the same Group which are involved in a different industry category may submit an application for that other industry category. In other words, the companies in the Group which are involved in a particular industry category can submit an application as a sub-group (“Proforma Group”) whereby the financial performance of each of these companies may be consolidated on a proforma basis for that industry category.

For example, ABC Berhad is a holding company which owns 6 subsidiaries out of which 2 subsidiaries are involved in Oil & Gas industry and the remaining 4 subsidiaries are involved in Agricultural industry. Hence, the Group may submit an application for the Oil & Gas Industry Award by consolidating the financial performance of the 2 subsidiaries which are involved in the Oil & Gas industry and submit another application for the Agricultural Award by consolidating the financial performance of the 4 subsidiaries that are involved in the Agricultural industry. If ABC Berhad’s principal business activity is also involved in Oil & Gas industry, it may also consolidate its financial performance together with its 2 subsidiaries involved in that industry.

For the application made by the Group’s subsidiary or Proforma Group, the application can be submitted under the name of the holding company and this holding company must be a company that is incorporated in Malaysia in accordance with the Companies Act 2016. The companies in the Group which are included in the applications must be incorporated in Malaysia. For each industry category, a Group can only submit one application.

# HOW TO PARTICIPATE

## Step 1

Obtain your submission pack from:

**Star Media Group Berhad**  
**c/o Events Business Unit**  
**Menara Star**  
**No. 15, Jalan 16/11**  
**46350 Petaling Jaya**  
**Selangor, Malaysia.**  
**Tel: 03-7967 1388 ext. 1657/1187 (Mon-Fri, 9.00am-5.30pm)**

OR

**Download** the submission pack from the EEA website at [exportawards.com.my](http://exportawards.com.my)

## Step 2

You may apply from the seven categories as set out in the Top Industry Awards and/or the Special Award for Halal Products. In addition, you should specify which of the three turnover tiers (Small and Medium Enterprises, Mid-Tier Companies and Large Companies) you will be participating in which is based on the annual sales turnover in your latest audited financial statements.

- i) The guidelines for each award category are in this submission pack. Answers must be **typed and printed on white A4 paper**, using **Times New Roman, 12pt. size**. Applicants are strongly encouraged to address all areas in the guidelines to show why they deserve to win in the respective award categories. Please limit your total response to **no more than twenty A4-size pages for each application/award category** (single side per sheet).
- ii) For the Application Form, please indicate “N/A” where “Not Applicable.” Incomplete applications will not be considered for review; please refer to the submission checklist to ensure that your application is complete.

## Step 3

Submit your completed **Application Form** and **Declaration Form** together with:

- i) the relevant supporting documentation and information based on the judging criteria/ guidelines;

**A non-refundable processing fee of RM1,500 for each award category application by cheque/postal order made payable to STAR MEDIA GROUP BERHAD (ROC: 10894-D) and crossed Account Payee only.**



## HOW TO PARTICIPATE – Cont'd.

### Step 4

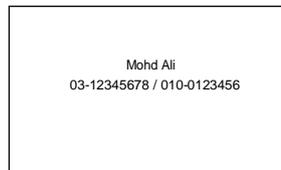
Applications for each award category should be submitted in **separate envelopes**, and clearly **labelled with the name of the award category on the top left-hand corner of the envelope** (e.g. if applying for both Oil & Gas Award and Agriculture Award, submit applications in two separate envelopes; one labelled Oil & Gas and the other labelled Agriculture Award).

The **name of the contact person and telephone number** should also be clearly indicated on the back of the envelope. EEA Secretariat will contact the named person at the telephone number given to confirm receipt of the said application within five working days. If receipt has not been confirmed, the applicant should contact the EEA Secretariat to confirm receipt.

E.g.



Front of envelope



Back of envelope

### Step 5

Send your applications to:

**EEA 2019**  
**Star Media Group Berhad**  
**c/o Events Business Unit**  
**Menara Star**  
**No. 15, Jalan 16/11**  
**46350 Petaling Jaya**  
**Selangor, Malaysia**

Applications must be received by the Organiser on or before 2 August 2019

# JUDGING OF ENTRIES

## The Judging Process

All applications for the Awards will be evaluated by independent judges based on prescribed criteria.

The judges will award scores for each applicant's responses to the criteria/guidelines as set out in this submission pack. These criteria will be weighted based on their relevance and importance. The scores will then be tabulated by the auditor of the Awards and the applicant with the highest scores in a particular award will be the winner.

The award categories will be reviewed by several groups of judges concurrently, except for Exporter of the Year Award, which will be reviewed by a panel of selected judges.

A Gold Award and a Silver Award will be awarded to the winner and runner-up of each of the Top Industry Awards under the three turnover tiers. For the Special Award for Halal Products, there will only be one special award for the winner. These Awards are awarded based on judges' discretion.

For the Exporter of the Year Award, there is no separate application. The winner in each of the seven Top Industry Awards for each turnover sub-category (Small and Medium Enterprises, Mid-Tier Companies and Large Companies) will automatically qualify to be considered for this Award. These winners will be re-assessed by the panel of selected judges based on the same criteria/guidelines to determine the winner of this pinnacle Exporter of the Year Award.



# WINNERS' REWARDS AND BENEFITS

## Winners' REWARDS and BENEFITS

### For all WINNERS

1. Coveted trophy at the Awards Night
2. Use of EEA logo / monogram on corporate and A&P collaterals
3. Exposure through publicity (print and online)
4. Opportunity to attend and speak at special workshops / talks aimed at helping companies grow and move forward

### Special Awards

Halal Products winner: Editorial write-ups

Exporter of the Year winners: Editorial write-ups

*\*Note: Terms and conditions apply.*

### For all FINALISTS

1. Certificate of Merit

### For all PARTICIPANTS

1. Certificate of Participation (excluding finalists)
2. Complimentary seat (for company CEO/Managing Director/Head of Company) at the Awards Night
3. Opportunity to self-check, network with key business professionals and the business fraternity



# TERMS AND CONDITIONS

PLEASE READ THESE TERMS AND CONDITIONS CAREFULLY BEFORE SUBMITTING THE ENTRY FORM TO PARTICIPATE IN THE “EXPORT EXCELLENCE AWARDS” (“**EEA**”) AS THEY CONTAIN BINDING LEGAL TERMS AND OBLIGATIONS INCLUDING LIMITATIONS OR EXCLUSION OF STAR MEDIA GROUP BERHAD’S (“**Organiser**”) LIABILITY. BY SUBMITTING THE ENTRY FORM, YOU ARE DEEMED TO UNDERSTAND AND AGREE TO BE BOUND BY THESE TERMS AND CONDITIONS IN ITS ENTIRETY.

Your entry submission will be automatically disqualified if you fail to comply with any of the following Terms and Conditions and/or the Entry Requirements set forth in EEA’s Submission Pack.

## **Terms and Conditions:**

- (1) Original “Application and Declaration Form” in EEA’s Submission Pack (collectively referred to as the “Entry Form”) must be submitted to the Organiser at Menara Star, 15 Jalan 16/11, 46350 Petaling Jaya, Selangor Darul Ehsan from 1 January 2019 to 2 August 2019 (“Submission Period”). Incomplete Entry Form or Entry Form submitted out of the Submission Period will be automatically rejected.
- (2) If any information provided by a participant in the Entry Form is subsequently discovered to be fraudulent or false or if there is a material misstatement or omission, the said participant will be automatically disqualified. The same shall apply to any information given by winners whereby the award/prize awarded will be automatically revoked.
- (3) The judges’ decision is final. No appeal will be allowed and/or entertained. The participants shall not resort to court proceedings to review the judges’ decision.
- (4) The Entry Form must be signed off by the duly authorised highest ranking officer of the participant.
- (5) All submitted Entry Forms will not be returned and shall remain the property of the Organiser.
- (6) The Organiser will not be responsible for entries damaged or lost through the post. Proof of posting is not proof of receipt.
- (7) The Organiser reserves the right to use non-confidential information of the participants and the logos/brand names/trademarks provided by the participants/winners in all publications and collaterals related to EEA and/or the Organiser.
- (8) Subject to the Notice set forth in Clause 14 hereof, partners and/or sponsors of EEA may contact the participants/winners for marketing promotions and activities.
- (9) Participants shall not submit more than one (1) Entry Form for the same award category.
- (10) Shortlisted participants may be contacted for media interviews.
- (11) Winners of EEA will be announced at the Gala dinner night of the EEA Ceremony.
- (12) In the event of any award/prize being unavailable for any reason, the Organiser has the right to substitute the award/prize with any other product of similar value. All awards/prizes are non-transferable, non-refundable and non-exchangeable for cash or for any other prizes. All awards/prizes are given on an “As Is, Where Is” basis.

## TERMS AND CONDITIONS – Cont'd.

- (13) By submitting the Entry Form, the participant acknowledges and agrees that the Organiser excludes all warranty and/or liability in connection with the awarded prizes and/or the EEA. Participants shall assume full liability and responsibility in case of any liability, mishap, injury, loss, damage, claim or accident (including personal injury and/or death) resulting from their participation in the EEA, redemption and/or usage of the awards/prizes. The Organiser shall not be held responsible for any liability, mishap, loss, damage, claim or accident (including personal injury and/or death) in any manner whatsoever suffered by the participants as a result of their participation in the EEA and/or the use of the awarded prizes.
- (14) PERSONAL DATA PROCESSING STATEMENT RELATING TO PARTICIPANTS (“Notice”) IN ACCORDANCE WITH PERSONAL DATA PROTECTION ACT, 2010 (“PDPA”) AND PUBLICITY
- (a) The PDPA governs the processing of the participants’ personal data (“Personal Data”) by the Organiser. This Notice is issued to participants to inform that this is the basis upon which the processing of the Personal Data is done by the Organiser.
- (b) Purpose: All information (including Personal Data) submitted by participants for the EEA shall belong to the Organiser and the participants irrevocably and unconditionally consent and permit the Organiser to use, publish or feature the participants’ and/or their pictures (which may include their names, statements about EEA or any of its related matter) without further notice or compensation for publicity, advertising or any other related purposes in any manner whatsoever, including but not limited to any of the Organiser’s publications, websites and/or any promotional materials connected to EEA.
- (c) Transfer: The participants’ Personal Data will be kept confidential by the Organiser but the participants agree that for the purposes set out in Clause 14 (b) above, the Organiser may transfer or disclose such Personal Data to the following parties within or outside of Malaysia:
- (i) Other partners or any participating partners which owe a duty of confidentiality to the Organiser;
  - (ii) The Organiser’s agents or contractors under a duty of confidentiality to the Organiser providing administrative, telecommunications, data processing or other services to the Organiser in relation to the EEA (such as but not limited to professional advisers, customer call centre providers, gift redemption centres or data entry companies);
  - (iii) Any affiliates that owe a duty of care to the Organiser;
  - (iv) Any law enforcement agency and/or regulatory body for compliance with applicable laws, rules, regulations, codes and/or guidelines and/or any person or entity to whom the Organiser is under a binding obligation to make disclosure under the requirements of any law, rule, regulations, code and/or guideline and/or order of any competent court of law, law enforcement agencies and/or regulatory bodies.

## TERMS AND CONDITIONS – Cont'd.

- (d) Access: The participants have the right to request access to and to request correction of the relevant participants' Personal Data. Nothing herein contained shall limit the rights of any participant under the PDPA.
  - (e) Click here <http://www.thestar.com.my/privacy/> to view the full Privacy Policy of the Organiser. If any participant does not wish to receive the latest information about products, news and events updates, rewards and promotions, special privileges and initiatives from the Organiser and/or its affiliates, partners and advertisers, kindly contact Events at 03 – 7967 1388 ext. 1657/1187.
- (15) All entry instructions and any other specific details relating to the EEA or the awards/prizes not specified herein shall form part of these Terms and Conditions.
- (16) The Organiser reserves the right to amend these terms and conditions at any time without prior notice and the amended terms and conditions will be uploaded onto [exportawards.com.my](http://exportawards.com.my)
- (17) If EEA is interfered with in any way or is not capable of being conducted as reasonably anticipated due to any reason beyond the reasonable control of the Organiser, in such event, the Organiser reserves the right, in its sole discretion, to modify, suspend, terminate or cancel the EEA, as appropriate, without prior notice.



# GUIDELINES

The Awards recognise, encourage, honour and celebrate Malaysian-incorporated companies for their achievement in the international market. Set out below are the guidelines or criteria which will be taken into consideration by the judges in their evaluation of the applications. Applicants are strongly encouraged to respond to all areas in the guidelines below to show why they deserve to win in the respective award categories.

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*Examples of areas to address:*

## **A. Export Revenue**

- A brief introduction and history of your business and your products/services.
- Prepare chart/graph/table(s) (in RM million) showing your:
  - 1) Company's local and export sales value for the past 3 consecutive financial years ("the Said Period");
  - 2) Total export revenue for the said period with breakdown by country;
  - 3) Growth rates achieved in terms of export revenue, on a year by year basis and cumulatively, over the Said Period; and
  - 4) The percentage of the export revenue over the total revenue of the Company for the Said Period.

## **B. Sustainability of Export Activities**

- What is the Company's track record in exports e.g. number of years, growth trend and number of countries?
- Major breakthroughs and milestones achieved by the Company in its export pursuit (e.g. exploring/venturing into new markets, developing strategic network/alliances with agents, distributors, customers and/or partners).
- What is the Company's strategic business plan to ensure sustainability of export activities?
- What has your Company done differently to grow or enhance its exports in recent years?

## **C. Geographical Distribution of Company's Export Revenue**

- Describe the current geographical distribution of your Company's export revenue i.e. number of countries, regional vs global, etc. (map/graph/chart may be used).
- Briefly describe the Company's export market(s), duration of presence in these markets and the products/services offered in these markets.

*Examples of areas to address:*

## **D. New Products and New Overseas Markets**

- Describe the new overseas markets which the Company has penetrated in the Said Period, if any.
- Describe the new products or services which the Company has exported in the Said Period, if any.
- Briefly explain your Company’s strategy in securing footholds in new markets and/or in developing and exporting new products or services to existing and new markets in the Said Period?

## **E. Business Expansion**

- What are the Company’s business strategies to grow its export activities/revenue in the future e.g. marketing strategies, technology, Research & Development activities, new machinery, new factories, new products and new markets.

## **F. Awareness of Malaysian brands**

- Describe your Company’s contribution towards creating/increasing awareness of Malaysia or Malaysian brands in international markets e.g. products/services designed, developed or produced in Malaysia or by Malaysians.
- Demonstrate that the Company has been successful in international markets and in promoting Malaysia or Malaysia products/services including any awards or recognition conferred on the Company by reputable foreign bodies or institutions (e.g. media coverage / Best Choice of Readers).

## **G. Corporate Social Responsibility**

- Describe the Company’s Corporate Social Responsibility (“CSR”) policy and CSR activities or programmes undertaken by your Company in the Said Period.
- Describe the impact of the CSR activities or programmes undertaken on the community, employees and business.



*Examples of areas to address:*

## **H. Use of Technology**

- Describe the Company's use of technology and/or digital initiatives (e.g. improved/creative website, smartphone apps, social media and innovative technological solutions) to develop, enhance and/or market its products/services.
- Describe the Company's use of third party digital trade platform (if any) to facilitate exports of products or services.
- Briefly describe how best practice and/or innovation are being implemented for the above.

## **I. Supply Chain Financing**

- Describe the Company's implementation of Supply Chain Financing Programs such as Vendor Financing, Supply Financing or Distributor Financing programs.
- Briefly describe the objectives of these programmes and the problems/issues experienced together with the solutions.
- Briefly describe the impact of the implementation of these programmes on the Company.

*Please include supporting documents where applicable.*



# APPLICATION FORM

Please fill in the Award Category that you are applying for:

CATEGORY

Please tick your sales turnover category:

	Products		Services
Up to RM50 million		Up to RM20 million	
> RM50 million - RM500 million		>RM20 million – RM100 million	
>RM500 million		>RM100 million	

## INSTRUCTIONS

- Answers must be **typed and printed** on **white A4 paper**, using **Times New Roman, 12pt. size**.
- All questions are to be answered completely and accurately.
- Please limit your response to **no more than Twenty A4-size pages for each application/award category (single side per sheet)**.
- Please indicate "N/A" where "Not Applicable."
- Incomplete applications will not be considered for review; please refer to the submission checklist to ensure that your application is complete.

**Submit your completed Application and Declaration Forms together with:**

- the relevant supporting documentation and information based on the guidelines; and a non-refundable processing fee of RM1,500 for each award category application by cheque/postal order made payable to **STAR MEDIA GROUP BERHAD** and crossed Account Payee only.
- Applications for each award category should be submitted in separate envelopes, and clearly labelled with the name of the award category on the top left-hand corner of the envelope.
- The name of the contact person and telephone number should also be clearly indicated on the back of the envelope. The EEA Secretariat will contact the named person at the telephone number given to confirm receipt of the said application within 3 working days. If receipt has not been confirmed, the applicant should contact the EEA Secretariat.

Send your applications to: **EEA 2019**  
**c/o Events Business Unit**  
**Star Media Group Berhad**  
**Menara Star, No. 15, Jalan 16/11**  
**46350 Petaling Jaya, Selangor, Malaysia**

**Closing date: 2 August 2019**

## A. COMPANY BACKGROUND

Name of company \_\_\_\_\_  
Date of incorporation \_\_\_\_\_ Company registration number \_\_\_\_\_  
Business address \_\_\_\_\_  
\_\_\_\_\_ Postcode \_\_\_\_\_  
Telephone (0) \_\_\_\_\_ Facsimile Number \_\_\_\_\_  
Website Address \_\_\_\_\_  
Nature of business \_\_\_\_\_  
Person(s) to contact (Mr/Ms) \_\_\_\_\_  
Mobile number \_\_\_\_\_ Email (Contact Person) \_\_\_\_\_  
Membership in trade/industry bodies (e.g. Federation of Malaysian Manufacturers, The Associated Chinese Chambers of Commerce and Industry of Malaysia, Kuala Lumpur Malay Chamber of Commerce) \_\_\_\_\_  
\_\_\_\_\_

# APPLICATION FORM

## B. BUSINESS OWNERSHIP AND CAPITAL STRUCTURE

1. Is your company a subsidiary?  YES  NO
  - 1a. If "YES", please state your ultimate holding company \_\_\_\_\_
  - 1b. Address of ultimate holding company \_\_\_\_\_
  - 1c. Percentage of shares held in the subsidiary by the ultimate holding company \_\_\_\_\_
2. Please attach the **Organisation Chart** of your group of companies highlighting any listed company in the group.

## C. FINANCIAL INFORMATION

Please submit the latest audited financial statements for financial years 2016, 2017 and 2018.

As noted earlier, companies in the Group which are involved in a particular industry category can submit an application as a sub-group ("Proforma Group") whereby the financial performance of each of these companies may be consolidated on a proforma basis for that industry category. In this regard, a proforma consolidation summary of these companies should be submitted together with the financial statements of each of these companies included in the Proforma Group. The figures in the proforma consolidation summary should be agreed/reconciled with these financial statements and intercompany sales between these consolidated companies should be eliminated.

AUDITED FINANCIAL STATEMENTS				
		2016	2017	2018
Annual turnover (RM)				
Export sales (RM)*				
Export sales for Halal products (RM)^				
% of export sales over total sales*	Must be > 50%			
% of export sales of halal products over total sales^	Must be > 25%			
Operating profit before and after tax	Before Tax			
	After Tax			
Total assets	Current			
	Non-Current			
Total liabilities (Excluding borrowings)	Current			
	Non-Current			
Borrowings	Current			
	Non-Current			
Retained profit and reserves				
Share capital				

\* Applicable to all Participants of Top Industry Awards. Please attach working/reconciliation for the breakdown of local and export revenue whereby the total revenue can be agreed/reconciled with the audited financial statements.

^ Only applicable to Special Award – Halal Products. Please attach working/reconciliation for the breakdown of halal products and non halal products whereby the total revenue from both types of products can be agreed/reconciled with the audited financial statements

## F. OTHER INFORMATION

1. No. of employees (executives): \_\_\_\_\_ (non-executives): \_\_\_\_\_
2. Please attach your company logo in Adobe Illustrator / PDF Format together with a colour digital print.

# DECLARATION FORM

(To be completed by the highest ranking officer of the Applicant and attested before a Commissioner of Oaths)

I, \_\_\_\_\_ (name), \_\_\_\_\_ (NRIC/Passport No.) of  
\_\_\_\_\_ (address) do solemnly and sincerely declare as follows:

- that I am the \_\_\_\_\_ (designation) in \_\_\_\_\_  
\_\_\_\_\_

(name of company and address) ("the Company") and am duly authorised to affirm this declaration for and on behalf of the Company.

- that all information provided herein is true and correct.
- that the Company hereby agrees to abide by the Terms and Conditions of the Export Excellence Awards as set forth.
- that the Company is not or has not been blacklisted by any authority including Bank Negara.
- that the Company has obtained all relevant licences and approvals to run its operations.
- that the Company hereby gives its consent to the Organiser to use any non-confidential information and the Company's logo and pictures in publications and advertising and promotional materials related to the Export Excellence Awards.
- that the Company expressly grants its consent to the Export Excellence Awards presenter, partners and/or sponsors to contact them for marketing promotions and activities.
- that the Company or its representative as appropriate shall participate in the Export Excellence Awards related publicity/promotional events such as interviews, etc.
- that the Company shall accept the judges' decision as final and acknowledge that no appeal will be allowed and that both the Company and I shall not resort to legal proceedings to review the judges' decision.

AND I MAKE THIS SOLEMN DECLARATION conscientiously believing the same to be true and by virtue of the provisions of the Statutory Declaration Act 1960.

Subscribed and solemnly )  
 declared by the abovenamed )  
 at \_\_\_\_\_ )  
 in the state of \_\_\_\_\_ )  
 on this day of \_\_\_\_\_ 20 )

.....  
Signature

.....  
Company Stamp

# APPLICATION CHECKLIST

Please ensure that you have provided/enclosed the following before submitting your application. Indicate the presence of each item by placing a check mark (✓) in the corresponding column:-

No	Item	✓
1.	Typed and printed responses to Award Category guidelines (a maximum of Twenty A4-size pages for each application/category, single side per sheet)	
2.	Completed and signed Application Form	
3.	Completed and signed Declaration Form	
4.	Relevant supporting documentation (e.g. certifications, testimonials by customers, etc.)	
5.	Cheque or postal order for processing fee of RM1,500 for each award application	
6.	Properly labelled envelope with contact name and number	
7.	Copy of latest annual return either endorsed by the Companies Commission of Malaysia ("CCM"), Company Secretary or Statutory Director	
8.	Certified true copy of the audited financial statements for the last three (3) consecutive financial years by Company Secretary or Statutory Director.  (For the Special Award for Halal Products, certified true copy of the audited financial statements are only required for the last two (2) consecutive financial years.)	
9.	Copy of latest Notification of change in the Register of Directors, Managers and Secretaries Form pursuant to the Section 58 of the Companies Act, 2016, endorsed by CCM, Company Secretary or Statutory Director	
10.	Organisation chart of the group of companies	
11.	Company brochures or any other relevant print material	
12.	Corporate video (if any)	
13.	Halal Certification for the halal products exported (only applicable for Special Award - Halal Products)	

# SAMPLE APPLICATION FORM

Please fill in the Award Category that you are applying for:

CATEGORY
Oil & Gas Award

Please tick your sales turnover category:

	Products		Services
Up to RM50 million		Up to RM20 million	
> RM50 million - RM500 million	<input checked="" type="checkbox"/>	>RM20 million - RM100 million	
>RM500 million		>RM100 million	

## INSTRUCTIONS

- Answers must be **typed and printed** on **white A4 paper**, using **Times New Roman, 12pt. size**.
- All questions are to be answered completely and accurately.
- Please limit your response to **no more than twenty A4-size pages for each application/award category (single side per sheet)**.
- Please indicate "N/A" where "Not Applicable."
- Incomplete applications will not be considered for review; please refer to the submission checklist to ensure that your application is complete.

**Submit your completed Application and Declaration Forms together with:**

- the relevant supporting documentation and information based on the guidelines; and a non-refundable processing fee of **RM1,500** for each award category application by cheque/postal order made payable to **STAR MEDIA GROUP BERHAD** and crossed Account Payee only.
- Applications for each award category should be submitted in separate envelopes, and clearly labelled with the name of the award category on the top left-hand corner of the envelope.
- The name of the contact person and telephone number should also be clearly indicated on the back of the envelope. The EEA Secretariat will contact the named person at the telephone number given to confirm receipt of the said application within 3 working days. If receipt has not been confirmed, the applicant should contact the EEA Secretariat.

Send your applications to: **EEA**  
**c/o Events Business Unit**  
**Star Media Group Berhad**  
**Menara Star, No. 15, Jalan 16/11**  
**46350 Petaling Jaya, Selangor, Malaysia**

**Closing date: 2 August 2019**

## A. COMPANY BACKGROUND

Name of company ABC Berhad (consolidating 2 subsidiaries as listed in Appendix 1)

Date of incorporation 15 JANUARY 2005 Company Registration number 133333 - B

Business address 13, JALAN 12, TAMAN 1

Postcode 123456

Telephone (0) 03-61233333 Facsimile Number 03-61233334

Website Address www.abc.com.my

Nature of business Producing and exporting oil and gas related products

Person(s) to contact (Mr/Ms) JASON TAN YIT TIAN

Mobile number 011-2832123 Email (Contact Person) Jasontan@abc.com.my

Membership in trade/industry bodies (e.g. FMM, Media Specialists Association, Chambers of Commerce, MRCA)  
The Associated Chinese Chambers of Commerce & Industry of Malaysia

## B. BUSINESS OWNERSHIP AND CAPITAL STRUCTURE

1. Is your company a subsidiary?  YES  NO
  - 1a. If "YES", please state your ultimate holding company Not applicable
  - 1b. Address of ultimate holding company Not applicable
  - 1c. Percentage of shares held in the subsidiary by the ultimate holding company Not applicable
2. Please attach the **Organisation Chart** of your group of companies highlighting any listed company in the group.  
Refer to appendix 2 of this application form.

## C. FINANCIAL INFORMATION

Please submit the latest audited financial statements for financial years 2016, 2017 and 2018.

As noted earlier, companies in the Group which are involved in a particular industry category can submit an application as a sub-group ("Proforma Group") whereby the financial performance of each of these companies may be consolidated on a proforma basis for that industry category. In this regard, a proforma consolidation summary of these companies should be submitted together with the financial statements of each of these companies included in the Proforma Group. The figures in the proforma consolidation summary should be agreed/reconciled with these financial statements and intercompany sales between these consolidated companies should be eliminated.

AUDITED FINANCIAL STATEMENTS				
		2016	2017	2018
Annual turnover (RM)		53,000,000	54,000,000	57,000,000
Export sales (RM)*		38,000,000	37,000,000	43,000,000
Export sales for Halal products (RM)^		Not applicable	Not applicable	Not applicable
% of export sales over total sales*	Must be > 50%	72%	69%	75%
% of export sales of halal products over total sales^	Must be > 25%	Not applicable	Not applicable	Not applicable
Operating profit before and after tax	Before Tax	10,000,000	9,000,000	11,000,000
	After Tax	7,500,000	6,750,000	8,250,000
Total assets	Current	91,000,000	107,750,000	116,000,000
	Non-Current	90,000,000	80,000,000	80,000,000
Total liabilities (Excluding borrowings)	Current	56,000,000	59,750,000	67,000,000
	Non-Current	-	-	-
Borrowings	Current	23,000,000	19,250,000	8,000,000
	Non-Current	53,000,000	53,000,000	57,000,000
Retained profit and reserves		23,000,000	29,750,000	38,000,000
Share capital		26,000,000	26,000,000	26,000,000

\* Applicable to all Participants of Top Industry Awards. Please attach working/reconciliation for the breakdown of local and export revenue whereby the total revenue can be agreed/reconciled with the audited financial statements.

^ Only applicable to Special Award – Halal Products. Please attach working/reconciliation for the breakdown of halal products and non halal products whereby the total revenue from both types of products can be agreed/reconciled with the audited financial statements

## F. OTHER INFORMATION

1. No. of employees (executives): 32 (non-executives): 330
2. Please attach your company logo in Adobe Illustrator / PDF Format together with a colour digital print. Refer Appendix 4.

## AWARDS TIMELINE

Submission of entries : 1 January 2019 – 2 August 2019

Deadline for entries : 2 August 2019

Roadshows\* : March - April 2019

Judging of entries : August 2019

EEA ceremony# : November 2019

*\*Subject to change*

*#Actual date to be announced*

## ENQUIRIES

For more information on EEA 2019, kindly contact:

**Star Media Group Berhad**  
**Menara Star**  
**No. 15, Jalan 16/11**  
**46350 Petaling Jaya**  
**Selangor, Malaysia.**

Tel : **03-7967 1388 ext 1657 / 1187 (Mon-Fri, 9.00am-5.30pm)**

Email : [eea@thestar.com.my](mailto:eea@thestar.com.my)

Website : [exportawards.com.my](http://exportawards.com.my)

