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PLATINUM • VITAHEALTH MALAYSIA SDN BHD

MALE ENTREPRENEUR OF THE YEAR
PAR EXCELLENCE ACHIEVEMENT
• ROLAND CHOONG TAE KWON (CAVALIER CAPITAL HOLDINGS SDN BHD)
OUTSTANDING ACHIEVEMENT
• EDMOND TEY (WIKI LABS SDN BHD)
MERITORIOUS ACHIEVEMENT
• TERENCE TAN CHUAN SOON (KINGSMAN REALTY SDN BHD)

FEMALE ENTREPRENEUR OF THE YEAR
PAR EXCELLENCE
• VINNIE ANG (KANIKA (MALAYSIA) SDN BHD)
OUTSTANDING
• CASSWEN LIM HUI WEM (KINGSMAN REALTY SDN BHD)
MERITORIOUS
• CONNIE TIONG (DELUX HOLDINGS (M) SDN BHD)

YOUNG ENTREPRENEUR OF THE YEAR
PAR EXCELLENCE
• PAUL YUNG KEN HOE (FITLINE (M) SDN. BHD)
OUTSTANDING
• KEN TAN KEAN HUI (KILANG PAPAN PGP SDN BHD)
MERITORIOUS
• OSCAR LOW CHUN SIANG (TETAP HANGAT RELIANCE SDN BHD)

BEST BRAND
PLATINUM • ICE HOLIDAYS SDN BHD
GOLD • LES' COPAQUE PRODUCTION SDN BHD
• APPLE VACATIONS SDN BHD
MERITORIOUS • VITAHEALTH MALAYSIA SDN BHD
• SITI KHADIJAH APPAREL SDN BHD

BEST IN CSR
PLATINUM • VERITAS ARCHITECTS SDN BHD
GOLD • MYDIN MOHAMED HOLDINGS BHD
SILVER • VITAHEALTH MALAYSIA SDN BHD

BEST IN CUSTOMER SERVICE
GOLD • WIKI LABS SDN BHD
• TETAP HANGAT RELIANCE SDN BHD
SILVER • GAIN CITY PARTS SDN BHD

BEST IN E-RETAIL
SILVER • GAIN CITY PARTS SDN BHD

BEST EMPLOYER
PLATINUM • CAVALIER CAPITAL HOLDINGS SDN BHD
GOLD • PHARMASERV ALLIANCES SDN BHD
SILVER • KANIKA (MALAYSIA) SDN BHD

BEST GREEN INITIATIVE
GOLD • VERITAS ARCHITECTS SDN BHD
SILVER • TANJUNG RATNA SDN BHD

BEST HALAL PRODUCT / SERVICE
PLATINUM • VITAHEALTH MALAYSIA SDN BHD
GOLD • KANIKA (MALAYSIA) SDN BHD

BEST INNOVATION
PLATINUM • WIKI LABS SDN BHD
GOLD • KINGSMAN REALTY SDN BHD
SILVER • MODULAR SCALE SDN BHD
MERITORIOUS • TETAP HANGAT RELIANCE SDN BHD

BEST IN MARKETING
PLATINUM • APPLE VACATIONS SDN BHD
GOLD • DELUX HOLDINGS (M) SDN BHD
• KANIKA (MALAYSIA) SDN BHD

BEST IN RETAIL
PLATINUM • DELUX HOLDINGS (M) SDN BHD
GOLD • KOW HOCK BUILDING MATERIALS (M) SDN BHD
SILVER • GAIN CITY PARTS SDN BHD
MERITORIOUS • SITI KHADIJAH APPAREL SDN BHD

BEST USE OF TECHNOLOGY
GOLD • WIKI LABS SDN BHD
SILVER • KINGSMAN REALTY SDN BHD

WINNERS BELOW RM25MIL

MALAYSIAN BUSINESS OF THE YEAR
WYNKIDS EDUCATION GROUP

MALE ENTREPRENEUR OF THE YEAR
PAR EXCELLENCE • ELWIN GOH KOK CHYE (WYNKIDS EDUCATION GROUP)
OUTSTANDING • ANDREAS DOMINGO (NASI LEMAK NALE SDN BHD)
MERITORIOUS • KER CHIN KEONG (E HEALTH SDN BHD)

FEMALE ENTREPRENEUR OF THE YEAR
PAR EXCELLENCE • LAW LEE KIAU (HOMLUX INTERIOR FURNISHING SDN BHD)
OUTSTANDING • CHARLENE CHEN (ZOEY FOOD SUPPLY SDN BHD)
MERITORIOUS • ESTHER LIM MOOI HU (URBAN HYGIENIST SDN BHD)

YOUNG ENTREPRENEUR OF THE YEAR
PAR EXCELLENCE • JEFF LOI (QUINTON BABY (M) SDN BHD)
OUTSTANDING • DERRICK CHEN JING WEI (THP MEDICAL SDN BHD)
MERITORIOUS • ANDREW KHONG HENG KIT (SEO SERVICES SDN BHD)

BEST BRAND
PLATINUM • WYNKIDS EDUCATION GROUP
GOLD • WEBBY SDN BHD
SILVER • MY ART INTERNATIONAL HOLDING SDN BHD
MERITORIOUS • LINEAR CHANNEL SDN BHD
• WILSTECH SDN BHD MERITORIOUS

BEST IN CSR
PLATINUM • WELLSPRING BUILDTRADE SDN BHD
GOLD • WYNKIDS EDUCATION GROUP
SILVER • P&A PROSPECT SDN BHD

BEST IN CUSTOMER SERVICE
GOLD • PRESTIGE CARCARE SDN BHD
• STAZ ELECTRICAL
SILVER • THE BIG RAJAH FOOD CATERERS SDN BHD

BEST IN E-RETAIL
PLATINUM • QUINTON BABY (M) SDN BHD
SILVER • CRAFTIVITI SDN BHD

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GOLD • CERT ACADEMY SDN BHD
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GOLD • TIMURAN KEMBANGAN SDN BHD
SILVER • LINEAR CHANNEL SDN BHD

BEST HALAL PRODUCT / SERVICE
PLATINUM • SBK CONCEPT STORE SDN BHD
GOLD • THP MEDICAL SDN BHD
SILVER • KINTRY SDN BHD

BEST INNOVATION
PLATINUM • WILSTECH SDN BHD
GOLD • AECA SOLUTIONS SDN BHD
SILVER • COLLABORATIVE EXCELLENCE SDN BHD

BEST IN MARKETING
GOLD • WYNKIDS EDUCATION GROUP
• MY ART INTERNATIONAL HOLDING SDN BHD

BEST IN RETAIL
PLATINUM • PRESTIGE CARCARE SDN BHD
GOLD • SBK CONCEPT STORE SDN BHD
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ELITE ENTREPRENEUR OF THE YEAR
ELWIN GOH (WYNKIDS EDUCATION GROUP)

RISING STAR
HONORARY MENTION • SUNWAY MEDICAL CENTRE PENANG SDN BHD
MERITORIOUS • ONE HAIR GROUP SDN BHD
• WONDERBREW SDN BHD
• MAYPAP SDN BHD
• THP MEDICAL SDN BHD

MIKRO WINNERS
• AFMA SDN BHD MERITORIOUS
• ATTHAHIRI TRADING MERITORIOUS
• KAWAN ATHLETICS MERITORIOUS
• KIDDIE WONDERS PLAY CENTRE MERITORIOUS
• MEATLESS SOLUTION SDN BHD MERITORIOUS
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Meeting the region's growing health needs

SMCP has broadened its specialised and subspecialised services, to ensure patients receive comprehensive, specialised care tailored to their needs.

SUNWAY Medical Centre Penang (SMCP) is rapidly expanding to reinforce its position as the leading tertiary hospital in the northern region. With continuous investments in infrastructure, expertise and innovation, it is shaping the future of tertiary healthcare there.

Using cutting-edge technology, multidisciplinary expertise and a commitment to medical excellence, SMCP is continuously evolving to meet the rising healthcare demands of both local and international patients.

It has now grown to a 312-bed capacity, with 24 critical care beds and 10 operating theatres, enabling more advanced and specialised surgical procedures across multiple disciplines.

Beyond expanding its physical infrastructure, SMCP has also broadened its specialised and subspecialised services, offering expertise in paediatrics, including paediatric cardiology, orthopaedics, as well as cardiology, among many others – ensuring patients receive comprehensive, specialised care tailored to their needs.

SMCP provides a holistic, patient-centred cancer care journey, supporting individuals from screening and diagnosis to treatment and post-recovery care.

Cancer services include positron emission tomography or computed tomography (CT) scans and a full range of treatment options, such as chemotherapy, radiosurgery, stereotactic radiotherapy, tomography, immunotherapy, targeted therapy, hormone therapy, precision medicine and surgical treatments.

With a tumour board and emphasis on multidisciplinary approach in patient care, the doctors and team members from various backgrounds come together to create and provide personalised patient care to the patients.

More than just clinical outcomes, it also cares for the emotional and psychological needs of the patients and family, with a dedicated cancer support group established to provide mental health and other supports that the patient and family may need.

To enhance efficiency and improve patient experience, Sunway Medical Centre Penang (SMCP) has embraced AI-driven technology in healthcare.

AI-powered radiology reporting enables faster, more accurate image analysis, reducing turnaround time for diagnoses. AI-assisted magnetic resonance imaging (MRI) scanning enhances efficiency by providing quicker scans with improved imaging quality, ensuring a smoother and more comfortable patient experience.

SUNWAY MEDICAL CENTRE Penang

Additionally, AI-assisted contouring in radiation therapy enhances precision in treatment planning, allowing for more accurate targeting of tumours while preserving healthy tissue.

It has enhanced its diagnostic and interventional capabilities with the Hybrid Angio-CT system, which combines angiography and CT imaging for greater precision in diagnosing and treating complex cardiovascular and neurological conditions.

This technology allows specialists to visualise blood vessels in high detail, while improving stroke intervention, cardiac procedures and minimally invasive treatments, ultimately leading to better patient outcomes.

SMCP operates a structured stroke protocol, ensuring rapid intervention for stroke patients within the critical golden hour. A dedicated team – including neurologists, neurosurgeons, interventional radiologists, emergency physicians and paramedics – provides 24/7 care, supported by advanced imaging and minimally invasive procedures that optimise survival and recovery outcomes.

Robotic-assisted surgery is a key part of SMCP's expansion, enhancing surgical precision and minimally invasive procedures across multiple specialties, including orthopaedics, upper gastrointestinal and bariatric surgery, urology, colorectal surgery and hepatobiliary procedures.

"Expanding our hospital is about more than just increasing capacity," said Sunway Medical Centre Penang Chief executive officer Christine Lee.

"It's about ensuring patients in the region have access to high-quality care and the latest advancements in AI-driven diagnostics, robotics, and specialised care.

"By continuously growing our facilities, integrating advanced medical technologies, and enhancing specialised services and subspecialties, our focus is on providing exceptional care that is both cutting-edge and patient-centred, ensuring every individual receives the best possible treatment," she said.

With ample space for future growth, the hospital remains committed to long-term expansion plans, ensuring that as healthcare needs evolve, it continues to deliver world-class medical services to all.

KKLIU 1065 / EXP 31.12.2027

The DuitNow QR Sound Box with keypad used by RHB Bank is designed for seamless transactions, reducing human error and enhancing operational efficiency.

Driving digital payment efficiency

RHB Bank, PayNet launch DuitNow QR Sound Box with Keypad, features Dynamic QR to encourage easy payments

THE launch of the DuitNow QR Sound Box with Keypad by RHB Bank and PayNet represents a significant leap forward in Malaysia's digital payment ecosystem.

Designed to streamline QR-based transactions, this innovation is expected to deliver tangible benefits to small businesses and merchants, a sector that remains a key driver of the nation's economy.

As digital transactions continue to gain momentum, solutions like the DuitNow QR Sound Box are set to enhance operational efficiency, strengthen transaction security and elevate customer experience.

Improving business operations

For small businesses, payment verification has long been a pain point in QR transactions. Merchants often face delays in confirming payments via mobile apps, leading to inefficiencies and potential disputes. The DuitNow QR Sound Box solves this problem with real-time audio payment confirmation, removing the need for manual checks and expediting transaction flows.

The integrated keypad is another key enhancement, enabling merchants to input precise transaction amounts before generating a QR code. This minimises errors, reduces pricing inconsistencies and provides both businesses and consumers with a seamless and transparent payment experience.

This is particularly beneficial for sectors such as the food and beverage (F&B), retail and service-based businesses.

Enhancing customer experience

Speed and efficiency are crucial in a high-traffic retail or F&B environment. With the DuitNow QR Sound Box, payment processing is nearly instantaneous, reducing queues and improving the overall shopping or dining experience.

The automated sound confirmation reassures customers that their payment has been successfully processed, eliminating uncertainties and potential disputes.

Moreover, as digital payments become the norm, consumers are increasingly drawn to businesses that offer cashless and frictionless payment options. The widespread adoption of this technology could further accelerate Malaysia's transition toward a cashless economy.

Empowering MSMEs

For micro, small and medium sized enterprises (MSMEs), cost and ease of adoption are critical factors in transitioning to digital payments. Many traditional businesses still rely heavily on cash transactions, citing concerns over complex digital setups or additional transaction costs.

The DuitNow QR Sound Box offers a plug-and-play solution, removing these barriers and enabling even the smallest vendors – such as hawkers, pasar malam traders and independent service providers – to accept digital payments with ease.

Additionally, as DuitNow QR is interoperable across multiple banks and e-wallets, businesses can consolidate their payment methods into a single, universal platform, reducing dependency on multiple systems and improving financial management.

Preventing fraud

Security concerns remain a key deterrent to cashless adoption among small businesses. The DuitNow QR Sound Box addresses these issues through several measures:

> By eliminating fake payment confirmations: using real-time audio notifications, merchants no longer need to rely on screenshots or delayed app notifications

> Minimising human error: the keypad ensures that only the correct transaction amount is processed, reducing the risk of incorrect charges.

> Reducing cash-handling risks: moving away from cash transactions lowers exposure to theft, mismanagement and counterfeit currency risks.

By integrating these features, the DuitNow QR Sound Box enhances transaction integrity, instilling greater confidence among businesses and customers alike.

Scalable for MSMEs

Unlike traditional point-of-sale (POS) terminals, which require substantial upfront investments, the DuitNow QR Sound Box offers an affordable alternative without compromising on functionality. This makes it particularly attractive to small and medium enterprises (SMEs) seeking a low-cost, scalable digital payment solution.

As businesses expand, the DuitNow QR Sound Box can scale accordingly, ensuring long-term viability without additional infrastructure costs. This aligns with Malaysia's broader digital economy agenda, encouraging more SMEs to embrace technology-driven financial solutions.

Accelerating cashless adoption

While Malaysia has made significant strides toward cashless adoption, challenges remain, particularly among smaller merchants. As shown above, many have been hesitant due to concerns over transaction reliability, costs and ease of use.

The DuitNow QR Sound Box with Keypad directly tackles these concerns, providing an intuitive, hassle-free payment experience that benefits both merchants and consumers.

With growing adoption, it has the potential to further normalise QR-based transactions, setting the stage for a more inclusive and digitised financial ecosystem.

Game-changer for MSMEs

The introduction of the DuitNow QR Sound Box with Keypad marks a pivotal moment in Malaysia's digital payment evolution.

By enhancing transaction efficiency, improving security and fostering cashless adoption, this innovation is well-positioned to benefit Malaysia's MSMEs, which form the backbone of the economy.

For small businesses, the shift to digital-first payment systems is no longer a question of "if" but "when". With solutions like the DuitNow QR Sound Box paving the way, MSMEs have a compelling opportunity to future-proof their operations and embrace the next wave of financial innovation.

Backed by RHB Bank and PayNet, this initiative is set to redefine the digital payments landscape – one transaction at a time.

For more information, scan the QR code.

BUSINESS BANKING
DuitNow QR Sound Box

DuitNow QR

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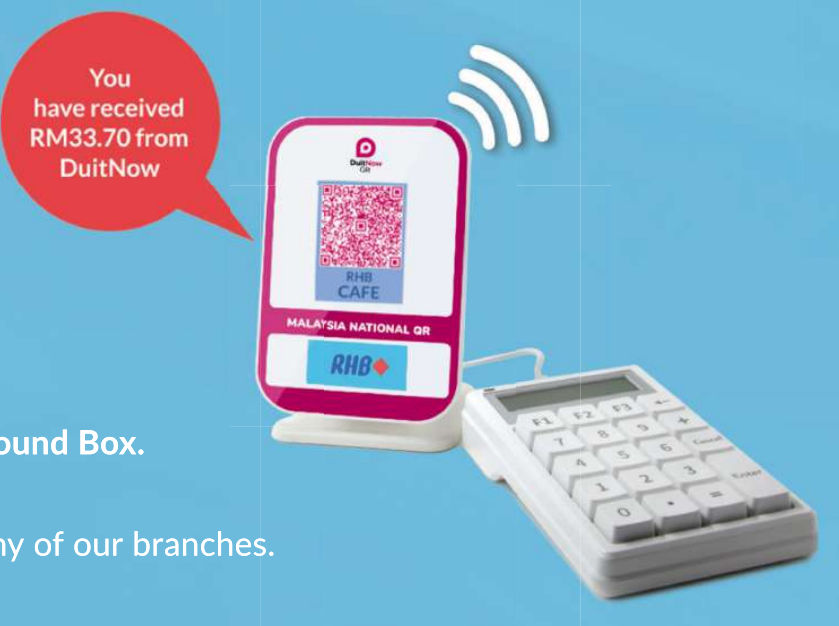

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Trailblazing Malaysia's animation industry

LES' Copaque Production Sdn Bhd (Les Copaque) stands as a pioneering force in the Malaysian animation industry, blending creativity, cultural heritage and entertainment to captivate audiences both locally and internationally.

The production house won a gold in the Star Outstanding Business Awards 2024 in the Best Brand category in the RM25mill and above tier on Feb 26.

Best known for its flagship animated series *Upin dan Ipin*, the company has become a symbol of local storytelling, promoting Malaysian values and traditions in a modern, engaging way.

The company logo features a frog on a coconut shell, symbolising the idea of thinking outside the box and dreaming big. It references the Malay proverb "bagai katak di bawah tempurung", which means being stuck in a limited mindset.

The company's mission reflects this mentality, focusing on creating high-quality original content (intellectual property) with a strong commitment to innovation and excellence.

Innovative products and services

It has successfully expanded its offerings, becoming a leading brand in the Malaysian entertainment industry. The company's core products include:

> Animated series of some of Malaysia's most beloved animated series, besides *Upin dan Ipin*, there is also *Pada Zaman Dahulu* (2010-present), *DaDuDiDo* and *Puteri*

> Feature films that build on the success of the animated series, such as *Geng Pengembaraan Bermula* (2009), *Upin dan Ipin : Keris Siamang Tunggal* (2019) and *Dongeng Sang Kancil* (2024)

> Merchandising, with a range of merchandise, from toys to educational materials, all inspired by its iconic characters, enhancing engagement beyond the screen

> Educational content that ensures that the entertaining content also serves as a learning tool for children, aligning with school curricula and reinforcing positive values

> Collaborations and partnerships with brands, government agencies, educational institutions, and media platforms to co-create content, expanding its reach and creating meaningful collaborations.

Milestones and achievements

Les' Copaque has made significant strides in the animation industry. Some of the company's most notable milestones include earning numerous accolades for its contributions to animation, reinforcing its position as a leader in the industry.

Furthermore *Upin dan Ipin* has made significant cultural impact, becoming an integral part of Malaysian culture, often sparking important conversations about identity, values and national heritage.

The company has built a massive following on platforms like YouTube, Facebook, Instagram accumulating millions of views and subscribers, further expanding its influence.

While the release of feature films mentioned above showcased its ability to produce high-quality, long-form content.

Its educational contributions allowed the company to make a significant impact in the educational space, helping children learn while they are entertained.

Future vision and strategic goals

The company has determined to continue leading the charge in Malaysian animation. In looking ahead, the company has set ambitious goals of integrating technology into its processes, such as AI and real-time rendering to boost creativity and production efficiency.

It also aims to diversify its reach by exploring new sectors such as gaming and virtual reality to broaden its reach and tap into new revenue streams. To support that, it is also keen to develop its talent pool, through fostering a culture of learning, training and skill-building to keep its team at the cutting edge of the industry.

Les' Copaque Production Sdn Bhd, led by managing director Burhanuddin Md Radzi, achieved a gold award in the Best Brand category for the RM25 million and above tier.

It also recognises the importance of sustainability, which it adheres to by implementing eco-friendly practices in production to align with global sustainability efforts.

In a bold move, Les' Copaque is planning a family-friendly theme park centred around its beloved characters and Malaysian cultural themes. It promises to offer immersive experiences, interactive attractions and educational content, making it a destination for both local and international visitors.

Conclusion

The production house's exceptional journey from a small animation studio to a leading industry player is a testament to the power of creativity, cultural representation and a commitment to quality content.

With a clear vision for the future and a passion for storytelling, the company is poised to continue shaping the future of animation in Malaysia and beyond.

Through its blend of entertainment, education and cultural celebration, Les' Copaque has proven that animation can be a powerful tool for social impact while offering timeless enjoyment for audiences of all ages.

Leading with trust and quality

VITAHEALTH, a trailblazer in the health supplement industry and a subsidiary of Vita Life Sciences, has achieved outstanding achievement at the Star Outstanding Business Awards (SOBA) 2024.

The brand secured multiple prestigious accolades that reinforce its status as a trusted name throughout the country. VitaHealth's exceptional performance at SOBA was crowned by the honour of being named Malaysian Business of the Year on Feb 26.

This accolade encapsulates the company's excellence in business operations, innovation, and its significant contribution to the Malaysian economy. With a legacy spanning over seven decades, VitaHealth has evolved from a modest pharmacy into a dynamic health supplement powerhouse.

VitaHealth's commitment to quality and inclusivity shines through its Platinum Award for Best Halal Product/Service.

The company strictly adheres to Jakim standards – from sourcing raw materials to the final production process – to guarantee exceptional quality and consumer safety.

"Pilih Halal, Pilih VitaHealth" goes beyond being a slogan; it represents the company's commitment to delivering halal products with transparency and integrity, which has significantly bolstered consumer confidence.

In addition, it secured the Silver Award for Best in Corporate Social Responsibility (CSR). The company spearheads initiatives that enhance health awareness, spread happiness, and give back to society, nurturing genuine connections.

A notable example is Offline 16, an initiative that encourages a break from digital devices to promote mental detox. With a steadfast commitment to expanding its CSR footprint, VitaHealth is dedicated to inspiring a healthy and joyful life for everyone.

This year, Offline 16 is making an even bigger impact by expanding across multiple locations, while the company deepens its outreach through a strategic partnership with the National Cancer Society of Malaysia (NCSM), driving greater awareness and support for public health.

Additionally, VitaHealth received the Meritorious (Bronze) Award for Best Brand. This honour acknowledges the strong market presence and brand reliability that has been established over the years – a testament to the company's enduring commitment to excellence and its relentless drive to deliver premium health products.

Beyond selling supplements, VitaHealth is passionate about empowering people with the right knowledge and helping them make informed decisions.

The company champions the idea that true quality of life is realised through a balanced approach that nurtures the body, strengthens the mind, and embraces an active lifestyle.

"Winning these awards at SOBA is not only a celebration of our achievements but also a reaffirmation of our mission to promote holistic health and wellness," said VitaHealth (Malaysia and Singapore) chief executive officer Dr KS Beh.

"As the landscape of health and wellness evolves, VitaHealth continually adapts and innovates to meet modern health demands, remaining steadfast in driving positive change and nurturing healthier and happier communities."

Beh (second from right) with (from left) Star Media Group chairman Tan Sri Wong Foon Meng, Deputy Prime Minister Datuk Seri Fadillah Yusof and group chief executive officer Chan Seng Fatt during the SOBA 2024 gala night.

Looking ahead, the company remains dedicated to innovation, ensuring its product offerings and community initiatives continually set new industry standards.

Embracing its slogan "Healthy Life, Happy Vibes," it is dedicated to creating a future where every individual can enjoy optimal health and happiness.

For more information about VitaHealth, visit www.vitahealth.com.my

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(From left) U Mobile chief information officer Neil Tomkinson, Malaysia External Trade Development Corporation (Matrade) chief executive officer Datuk Mohd Mustafa Abdul Aziz, Mohd Zamree, SMG chairman Tan Sri Wong Foon Meng, Datuk Seri Fadillah Yusof, Chan, PKT Logistics Group Sdn Bhd group chief executive and managing director Tio, SMG chief operating officer Lydia Wang and RHB Bank Bhd Group Community Banking managing director Jeffrey Ng.

SOBA sponsors presenting their plaques of appreciation, (from left) Tio, Mohd Mustafa, Ng and Zamree, with Chan (middle).— photos by GLENN GUAN, AZHAR MAHFOF, IZZRAFIQ ALIAS and CHAN TAK KONG/The Star

Recognising successes of local entrepreneurs

IT WAS another standout evening on Feb 26, as the top in Malaysia's business community gathered at One World Hotel to celebrate the prestigious Star Outstanding Business Awards (SOBA) 2024.

The awards feted 15 years in recognising the nation's most innovative small and medium sized enterprises (SMEs).

Guest of honour, Deputy Prime Minister Datuk Seri Fadillah Yusof, lauded the 99 award recipients as standard-bearers of Malaysia's economic transformation.

"These homegrown champions – particularly our resilient SMEs – prove that embracing digitalisation, ESG principles, and market adaptability isn't just good practice, it's good business," he remarked in his keynote address.

With over 350 submissions across diverse categories this year, SOBA continues to spotlight Malaysia's entrepreneurial dynamism.

Star Media Group (SMG) chief executive officer Chan Seng Fatt revealed SMEs now contribute 39.1% (RM613.1bil) to national GDP, underscoring why initiatives like the new SOBA Elevate and SOBA Accelerator programs are critical for sustained growth.

"This year, 350 submissions were received across multiple categories, which showcases the strength and diversity of Malaysian entrepreneurship," Chan said in his speech.

"The awards not only honour success but also inspire continuous growth and innovation, contributing to a more dynamic future for Malaysia," he added.

The night's top honours went to WynKids Education Group and VitaHealth Malaysia, crowned Malaysian Businesses of the Year in their respective revenue categories.

Credit Guarantee Corporation Malaysia Bhd (CGC) president and chief executive officer Datuk Mohd Zamree Mohd Ishak stated that SOBA emphasised CGC's vision of promoting the growth and development of SMEs.

He encouraged entrepreneurs to understand the market and adapt to changes in order to remain relevant and competitive.

"In any business endeavour, three values are of utmost importance – resilience, adaptability and integrity," he added.

Mohd Zamree also expressed his hope for increased partnerships between Bumiputra and non-Bumiputra businesses, remarking that such collaborations would strengthen national unity and economic growth.

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The CGC booth during the SOBA 2024 Gala Night, as Datuk Seri Fadillah Yusof shares a snapshot with with Mohd Zamree (third from right) and his team.

Tio (centre) with the PKT Logistics Group team.

Tomkinson (middle in black bow tie) with the U Mobile team.

RHB Bank team with Ng (fifth from right), group chief marketing officer Abdul Sani Abdul Munad (sixth from right) and SME banking head Yip How Nang (second from left).

The team from Matrade showcasing some of the activities and programmes available for SMES.

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BEST IN

- Female Entrepreneur Of The Year
- Halal Product / Service
- Marketing
- Employer

15 Star SOBA STAR OUTSTANDING BUSINESS AWARDS

Mr Philip Goey
Executive Director Of
Kanika (Malaysia) Sdn Bhd

Ms Vinnie Ang
CEO of Kanika
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SCAN US

Honouring workplace excellence

Cavalier Capital
Group Of Companies

CAVALIER Capital Holdings Sdn Bhd (CCH) celebrated a double victory at the Star Outstanding Business Awards (SOBA) 2024, securing the Best Employer award and honouring chief executive officer Roland Choong Tae Kwon as Male Entrepreneur of the Year (platinum award) in the above RM25mil tier.

The awards were presented at One World Hotel, Petaling Jaya, which was held on SOBA 2024 Gala Night, Feb 26. These prestigious accolades underscore the company's commitment to excellence in leadership, workplace culture and industry impact.

Workplace excellence with future-ready leadership

Winning the Best Employer Award underscores CCH's commitment to a supportive, dynamic and future-ready workplace. Employee well-being, continuous learning and work-life balance are prioritised through flexible work, comprehensive benefits and leadership development.

CCH's success was built on its focus on People, Partnerships and Purpose, driving sustainable growth and industry impact. Strong leadership networks foster collaboration, innovation and resilience.

"This recognition reflects our team's passion and dedication – when our people succeed, the company also succeeds.

"Our journey began as a small operation, facing challenges in retaining talent. Through trust, integrity and a commitment to lasting relationships, I invested in developing my team and in turn, grew alongside them, becoming a more well-rounded leader," said Choong.

By nurturing talent and meaningful partnerships, CCH continues to build an agile, high-performing organisation for the future.

Innovation and sustainability

CCH is an investment and chemicals and industrial materials distribution company that specialises in supplying semiconductors, electronics, industrial chemicals, refrigerants, advanced polymers, building materials and sustainable solutions.

Operating across 14 countries in the Asia-Pacific with 20 subsidiaries, the company leverages cutting-edge technologies and specialised expertise to deliver high performance solutions.

Expanding through organic growth and strategic mergers and acquisitions, it is strengthening its global footprint while remaining committed to innovation, quality and industry advancements.

Choong (right) discussing with UKM Fuel Cell Institute principal researcher Prof Dr Edy Herianto Majlan (left) on fuel cell technology for green hydrogen solutions. CCH collaborates with the institute as an industry partner.

Choong won the Male Entrepreneur of the Year (platinum award winner) at SOBA 2024, recognising his visionary leadership and the company's commitment to excellence.

Its workplace culture – rooted in trust, integrity and professional development drives it towards sustainable growth and long-term success.

With a vision to replicate Malaysia's success across its markets, it aims to double its growth within five years and establish itself as a globally recognised Malaysian-born business conglomerate within a decade.

Championing sustainability and renewable energy

Beyond traditional industries, CCH prioritises sustainability and renewable energy, embedding environmental stewardship into its core business strategy.

In collaboration as industry partners with the Universiti Kebangsaan Malaysia (UKM) Fuel Cell Institute, the company is advancing research in green hydrogen production through electrolysers, supporting the shift toward cleaner energy and carbon reduction.

By harnessing cutting-edge technology, CCH aims to accelerate the adoption of hydrogen as a sustainable energy source.

The company also integrates refrigerant reclamation into its sustainability efforts – recovering, purifying and reprocessing used refrigerants to meet industry standards for reuse in refrigeration and air conditioning systems. This initiative reduces environmental impact, ensures regulatory compliance and enhances cost efficiency.

Through the development of eco-friendly products and processes, CCH is minimising its environmental footprint while improving efficiency and sustainability across industries.

With continuous innovation in sustainable technologies, the company remains committed to creating long-term value for customers and driving the global shift towards a greener future.

For more information, visit https://cavaliercapitalgroup.com/

Where innovation meets travel perfection

AS a leading travel management company, Apple Vacations is dedicated to fulfilling dreams, delivering happiness and enriching lives through travel.

Established in 1996, it has built a strong reputation in the travel industry, offering an exceptional level of service, quality-assured products and a seamless travel experience for its customers.

With a vast network of partners and suppliers globally, the company ensures that every journey is crafted with professionalism, reliability and excellence. It is this dedication that has won it two awards in the Star Outstanding Business Awards (SOBA) 2024, a platinum in Best in Marketing and a gold in Best Brand, both in the RM25mil and above tier on Feb 26.

Commitment to quality travels

Apple Vacations maintains its vision of the preferred choice for travellers by continuously innovating and providing unparalleled travel experiences. It aims to shape the next generation of holiday travel and set new trends in the industry.

With its mission of making its brand as the foremost travel management company, it strives to deliver great value, continuous innovation and exceptional customer experience. It offers quality-assured travel products and services tailored to meet the diverse needs of its clients.

The Apple Vacations team grabbed two SOBA 2024 awards for delivering great value, continuous innovation and exceptional customer experience.

Its philosophy is to look beyond the horizon to anticipate change and to ensure it stays ahead of industry trends. Its passion drives it to create memorable and unique travel experiences while maintaining its commitment to excellence and customer satisfaction.

Business and revenue model

Apple Vacations specialises in comprehensive travel and holiday management. With over two decades of experience, it has developed a competitive edge in the industry through its deep understanding of travel dynamics and customer preferences.

Its revenue model is built on providing a diversified portfolio of travel services, which includes:

> customised holiday packages

> group and corporate travel solutions

> exclusive luxury tours

> adventure and cultural travel experiences

> ticketing and travel insurance services.

By maintaining strong partnerships with global suppliers and leveraging its industry expertise, it provides its customers with reliability, superior travel experiences and unwavering support.

APPLE®

Strengths and competitive advantages

Apple Vacations stands out in the industry for its core strengths:

> professionalism: the team consists of certified travel professionals who have undergone extensive customer service and quality assurance training, ensuring that it delivers the highest standards of service

> customer-centric service: its customers are its top priority. every query is attended to promptly and efficiently, ensuring complete satisfaction

> quality assurance: its tour products are recognised for their exclusivity, superior quality and exceptional value. The company continuously innovates its packages to offer unique and unforgettable travel experiences. It is dedicated to creating extraordinary journeys that go beyond expectations.

Its commitment to professionalism, customer satisfaction and excellence positions it as a trusted leader in the travel industry. Whether for leisure, business or adventure, it ensures every trip is seamless, memorable and tailored to perfection.

APPLE VACATIONS

AWARDED SOBA 2024

Star SOBA
STAR OUTSTANDING BUSINESS AWARDS
2024
WINNER
(RM25 Million & Above)
PLATINUM AWARD
BEST IN MARKETING

Star SOBA
STAR OUTSTANDING BUSINESS AWARDS
2024
WINNER
(RM25 Million & Above)
GOLD AWARD
BEST BRAND

FOCUS JAPAN

Universal Studios | Disneyland | Kiyomizu-dera Temple | Mt. Fuji | Shinsaibashi

7D5N 2025 May 10, 17, 24, 26, 29, 31 | Jun 2, 14, 21 | Jul 12, 19 | Aug - Dec
FROM RM **7,899**

INDULGE HONSHU

Ninja Experience | Exclusive Ama Seafood Cuisine | Puffer Fish Cuisine | Deluxe Kaiseki Crab Cuisine

7D5N 2025 May 9, 18, 25, 30 | Jun 1, 13, 20 | Jul 11, 18 | Aug - Dec
FROM RM **8,099**

DISCOVER FOCUS JAPAN

Shinsaibashi | Bullet Train | Mt. Fuji Panorama Ropeway | Kaiseki Crab Cuisine

ALL IN
7D5N 2025 Apr 26 | May 10, 17, 24, 31 | Jun 21 | Jul 18 | Aug - Dec
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8D5N 2025 May 14 | Jun 5 | Jul 10 | Aug - Dec
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Late September - Mid October

Bridestowe Lavender Season
Late December - Mid January

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Lake Tekapo | Mt. Cook National Park | Milford Sound Cruise Ride | Waitomo Cave | Hobbiton

11D8N 2025 Jun 5 | Jul 18 | Aug 27 | Sep - Dec
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* Price listed is based on the lowest priced tour packages, selected departure dates and seasonal factors. Other T&C apply.

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From left, Wang, Tomkinson, Tio, Wong, Credit Guarantee Corporation Malaysia Bhd (CGC) president and chief executive officer Datuk Mohd Zamree Mohd Ishak, Mohd Mustafa, Ng and SMG group chief executive officer Chan Seng Fatt. — photos by IZZRAFIQ ALIAS, NG KOK LEONG and AZHAR MAHFOF/The Star

VitaHealth Malaysia Sdn Bhd won the Malaysia Business Of The Year award in the above RM25mil tier, as well as in three other categories.

SOBA 2024 Malaysian Business of the Year platinum winner WynKids Education Group founder Goh also won the Male Entrepreneur of the Year award, the Elite Entrepreneur of the Year award in the below RM25 million tier, and in various other categories.

Showcasing Malaysia's business innovators

> FROM PAGE 8

PKT Logistics Group Sdn Bhd group chief executive and managing director Datuk Seri Dr Michael Tio noted that SOBA has attracted entrepreneurs from diverse backgrounds over the years.

"Speaking as a past SOBA winner, the awards have helped to accelerate brand recognition for the winners," he said.

"I hope the success of the winners will inspire other entrepreneurs to scale up their businesses and branding as well."

Tio also echoed Fadillah's call for businesses to embrace ESG practices to unlock their full potential.

RHB Bank Bhd Group Community Banking Managing Director Jeffrey Ng stated that SOBA reflects the bank's commitment to SME growth.

"We take pride in developing SMEs through knowledge sharing and sound financial advice tailored to their growth needs.

"We also believe that businesses should be responsive to their customers' needs in order to thrive," he said.

SOBA 2024 telecommunications partner U Mobile stationed its business unit U Business, which offered photo opportunities at its booth, as well as with the night's lucky draws.

Also present were SMG chairman Tan Sri Wong Foon Meng, chief operating officer Lydia Wang, Malaysia External Trade Development Corporation (Matrade) chief executive officer Datuk Mohd Mustafa Abdul Aziz, and U Mobile chief information officer Neil Tomkinson.

SOBA 2024 was organised by SMG with Credit Guarantee Corporation Malaysia, PKT Logistics and RHB Bank as main sponsors, with Matrade being the official trade promotion partner.

It was audited by BDO while radio stations 988 and Suria were official media partners.

Roland Choong, Cavalier Capital Holding Sdn Bhd chief executive officer (left), receiving his Male Entrepreneur Of The Year award in the above RM25mil tier from Chan.

Kanika (Malaysia) Sdn Bhd chief executive officer Vinnie Ang (left) posing with Chan after receiving her award for Female Entrepreneur Of The Year in the above RM25mil tier.

Homlux managing director Law Kee Kiau (left) accepting the award for Female Entrepreneur Of The Year in the below RM25mil tier from Chan.

Chan presenting the Young Entrepreneur Of The Year platinum award to Quinton Baby (M) Sdn Bhd director Jeff Loi, in the below RM25mil tier.

The Young Entrepreneur Of The Year in the RM25mil and above tier goes to Fitline (M) Sdn Bhd chief executive officer Paul Yung (left) with Chan.

Wang (fourth from right) with the SOBA Mikro winners of 2024.

Wang (third from left) posing with the winners in the Rising Star category.

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From Founder Mr Soon :

"I am thrilled that BUÉNOS was honored with the BEST INNOVATION AWARD at the SOBA award 2025.

This recognition is a testament to the hard work, dedication, and innovation that each and every one of us brings to the table every day. This award is not just a win for the company, but a win for all of us. It reflects our collective efforts and commitment to excellence.

Let's take a moment to celebrate this milestone and be proud of what we have accomplished together.

Many more successes in the future!"

BUÉNOS create unique quality kitchens, wardrobes and interior design works tailored specifically to your lifestyle needs. Inspired designs are paired with expert craftmanship, and our kitchens and wardrobes will bring your dream home to life.

MISSION

To provide top-tier project management services for kitchen and wardrobe projects while pioneering innovation in technology manufacturing.

VISION

To be ranked among the Top 5 companies in Southeast Asia and as the Top company in Malaysia.

OUR VALUES

We prioritize delivering high-quality work to clients, fostering strong relationships with subcontractors and suppliers and creating career advancement opportunities for our staff.

OUR REGULAR CLIENT :

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- **MAHSING GROUP BERHAD**
- **SIME DARBY BERHAD**
- **UEM SUNRISE BERHAD**
- **KERJAYA PROSPEK GROUP BERHAD**
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Group sweeps business awards

WYNKIDS Education Group was founded in 2010 by Elwin Goh Kok Chye and is one of the country's largest self-owned education groups with the mission of bringing hope and happiness to families in Malaysia and across Asia. The group owns three famous brands in education.

It recently won the Star Outstanding Business Awards (SOBA) 2024 Malaysian Business of the Year Award as well as five other awards for Elite Entrepreneur of the Year, Par Excellence Male Entrepreneur of the Year, a gold each for Best in Marketing and Best in CSR categories, and a platinum in Best Brand category, all in the below RM25mil tier.

WYNKIDS is a top motivation programme from the United States for children and young adults aged seven to 17. This award-winning motivation programme has been proven effective to transform more than 35,000 kids, teenagers and families in Malaysia.

Its signature "CEO Program for Parents" has been a success in transforming family education in Malaysia.

WYNKIDS Preschool is a market leader in early years education (preschool education) that offers a well-balanced curriculum for both academic and international preschool children aged two to six years old, transforming more than 2,000 kids in Malaysia.

Cosmotots is an award-winning English education provider that offers a solid foundation in reading and writing in English for children aged four to 15 years old, transforming more than 10,000 kids in Malaysia in the past 35 years.

Goh: 'We make a difference in kids, teenagers and their parents through our sustainable initiatives in transforming quality education, family love and positive living to create truly happy families, across Asia.'

Mission to excel

With the group's mission of "Bringing hope and happiness to families across Asia", WYNKIDS believes that every child has the potential to achieve happiness and success.

"We make a difference in kids, teenagers and their parents through our sustainable initiatives in transforming quality education, family love and positive living to create truly happy families, across Asia," said Goh.

The group's sustainable corporate social responsibility (CSR) initiatives and Environmental, Social and Governance (ESG) Agenda 2030 include sustainable profit sharing with charities, creating green schools, encouraging a happy, healthy learning working culture, and promoting positive living habits for employees, parents and communities.

The group has achieved a double-digit growth every year for the last 15 years.

Starting with only 60 students in 2010 in its first intake, today, it touches the lives of more than 35,000 students and 35,000 families in Malaysia.

It grew from one centre in 2010 to 35 self-owned centres in 2025.

Future plans

WYNKIDS Education Group aims to stay focused on its #vision2030 and #asean2040, and doing so, it has won many recognition and prestigious awards along the journey of entrepreneurship.

These include, besides SOBA 2024, a gold for Best Employer and a silver for Best CSR in SOBA 2020; the Prestigious MRCA Young Inspirational Award 2020, Sin Chew Education Award 2019, Sin Chew Business Excellence Award 2018, Star Outstanding Business Award 2018 and the prestigious JCI Creative Young Entrepreneur Award in 2017.

"This is just the beginning," said Goh, who elaborated that the group crafted its #vision2030 and #asean2040 for sustainability.

"The next milestone is to achieve our #vision2030 of self-owned 100 centres by 2030, bringing sustainable quality education under the WYNKIDS brand to tiers 1 and 2 in cities across the country," he added.

"The next milestone after that is expanding the WYNKIDS brand and vision to other Asean countries by 2040. By 2050, we plan to grow beyond the Asean region."

For enquiries on the WYNKIDS programme, WYNKIDS Preschool and COSMOTOTS call 010-231 8433 today or visit the website or social media pages.

Silver vision for tomorrow's sustainability

COLLEXE is a forward-thinking sustainability consultancy reshaping how businesses approach environmental management in South-East Asia.

The company bridges the critical gap between digital transformation and sustainability, empowering organisations to convert regulatory compliance into competitive advantage.

Its innovative Next-generation Environmental Cloud Solution (NECS) represents a breakthrough for waste generator industries seeking comprehensive digital transformation of their environmental management processes.

This visionary approach earned Collexe a prestigious silver award for Best Innovation at the Star Outstanding Business Awards (SOBA) 2024, held on Feb 26 at One World Hotel, Petaling Jaya.

The award highlights Collexe's emergence as a thought leader in shaping environmental compliance and sustainability reporting across South-East Asia.

"Businesses can grow and protect the environment simultaneously," explains Collexe managing partner Chong Li Ken. "When companies commit to both, they build stronger futures while safeguarding what matters most."

As environmental regulations intensify globally, Collexe remains ahead of the curve by anticipating the convergence of compliance requirements with technological innovation. Its mission is to drive sustainable growth through business acumen, which helps organisations stay competitive while meaningfully addressing climate challenges.

The NECS platform brings this vision to life with practical applications across multiple industries. Healthcare facilities benefit from specialised clinical waste tracking and automated compliance reporting.

On the other hand, manufacturers leverage intelligence to optimise scheduled waste inventory with predictive analytics that optimises disposal timing and costs. Meanwhile, retailers can precisely measure their impact on circular economy initiatives through comprehensive material tracking and recycling metrics.

Collexe's platform stands out through its ability to automatically adapt to changing compliance frameworks, providing real-time sustainability metrics and actionable insights. The system's AI-driven capabilities enable waste reduction forecasting and carbon footprint analyses that help businesses make proactive environmental decisions.

Collexe won silver for Best Innovation at SOBA 2024, driving sustainability and business transformation forward.

This forward-thinking approach reflects Collexe's commitment to "powering sustainable growth" – its guiding ethos that views environmental responsibility as essential to business longevity.

"In today's evolving market, businesses relying solely on traditional approaches without integrating innovation and sustainability will become vulnerable as international markets continue to open up," notes Chong, echoing sentiments shared by Deputy Prime Minister Datuk Seri Fadillah Yusof.

Looking ahead, Collexe has committed 25% of company revenue to research and development, with ambitious plans to enhance its platform's capabilities in circular economy enablement and carbon management solutions.

The company aims to expand its customisable solutions across Asian regions, ensuring local relevance and maximum impact for its growing client base across Malaysia, Singapore and Indonesia.

Collexe's approach represents the next evolution in sustainability technology, moving beyond simple compliance tracking to provide sophisticated environmental accounting and resource optimisation capabilities that transform how businesses approach its environmental responsibilities.

"At Collexe, we embed sustainability into every solution we design," Chong concludes.

"The most impactful innovations address tomorrow's challenges before they become apparent. That's the future we're building – where profitability and environmental stewardship are inseparable."

For more information visit www.collexe.com

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