

Kenny Loh
Creative Director
Lord's Tailor (M) Sdn Bhd
> Best Brand (Platinum)

Tier: Up to RM25mil
Branding is about years of hard work and putting our brand out there and continuing what we do best. At the end of the day, it is about integrity in our brand and integrity in our quality that really help us.



Edna Sung Burongoh (left), Managing Director
Jerryson Abraham Doss, Chief Executive Officer
Viva Odyssey Sdn Bhd
> Best in CSR (Platinum)

Tier: Up to RM25mil
We believe in impact transformation. We don't really believe in CSR because CSR is one-off. It has to be long enough to make an impact. You can only see the impact once it's more than 5 years. You have to stay in it.

R Visvam
Director
MM Century Sdn Bhd
> Best Green Initiative (Platinum)

Tier: Up to RM25mil
We particularly chose this category as it is suitable for our industry, which is recycling. We believe this award will help our company, for example in branding for the company. It builds a good reputation for our company and will make us recognised in the market.



Lee Soch Khim
Managing Director
Wellpoint Management Sdn Bhd
> Best Employer (Platinum)

Tier: Up to RM25mil
Being a good employer means ensuring you have benefits for the staff. For us, we had a lot of benefits for the welfare of our staff like gym and zumba classes. We need to try our best for our employees.



Edmund Yuen
Managing Director
Ideal Vision Integration Sdn Bhd
> Best Innovation (Platinum)

Tier: Up to RM25mil
We are first time participants in SOBA, so this was unexpected. All our effort in innovation, creativity and development have been recognised by SOBA. This is a very good recognition and is very meaningful for us.



Gold Winners

Tan Leng Yee
Managing Director
Liang Kee Farming Sdn Bhd
> Best in Marketing (Gold)

Tier: Above RM25mil
It is never too late for enterprises - even 40-year old ones like Liang Kee - to build their brand. I wanted to create awareness that LKFresh sells MORE THAN eggs. We believe in healthy protein without compromising agricultural standards and are committed to sustainable farming and animal welfare.



Ostwin Paw
Chief Executive Officer
Alpro Foundation
(Representing Alpro Alliance Sdn Bhd)

> Best in CSR (Gold)
Tier: Above RM25mil
This award can help us build trust, confidence, and alignment among our suppliers, partners and staffs to walk together with us towards Alpro's Vision: For a Healthy & Vibrant World.



Alison Ong
Director
Steel Recon Industries Sdn Bhd
> Best Global Market (Gold)

Tier: Above RM25mil
The award has been well received by our employees and distribution partners both locally and internationally. The win reinforces the success of SRI's strategic direction, puts us on an even better trajectory to achieve our business expansion and product innovation plans locally and internationally.



Aesos Lai
Chief Executive Officer
Sunshine Kingdom Sdn Bhd
> Best in Marketing (Gold)

Tier: Up to RM25mil
The win has strengthened our brand image, and elevated the confidence and trust level amongst stakeholders in our company. We are excited to build on this brand recognition platform and going forward, work on improving our brand awareness to cultivate consumer loyalty!



Datuk John William Xavier
Managing Director
The Big Rajah Food Caterers Sdn Bhd

> Best Brand (Gold)
Tier: Up to RM25mil
The prestige of the SOBA award as Malaysia's most sought after prize in the field is truly worth the effort. As a truly Malaysian company, the endorsement by Malaysia's leading newspapers inspires us to continue to grow in our business and support our beloved community.



Nicole Lim
Chief Executive Officer
Empire Sushi Group Sdn Bhd
> Best Innovation (Gold)

Tier: Up to RM25mil
SOBA is a privileged recognition for SMEs and represent a prestigious level of acknowledgement for our company's achievement. We are eager to know where our company's position stands, compared to our SME peers in Malaysia. Thus, our participation is to seek affirmation of our path and objective.



Trixie Guantero
Head of Marketing & Customer Experience
D'viation Group (D'viation Solutions Sdn Bhd)

> Best Global Market (Gold)
Tier: Up to RM25mil
I believe I speak for everyone when I say that this is a great recognition of the work that we do, and it makes all our sacrifices feel worthwhile. We owe it to our people who have dedicated so much for us to be where we are now.



Edward Cham
Chief Executive Officer
Web 123 Sdn Bhd
> Best Global Market (Gold)

Tier: Up to RM25mil
[We participated] to find out where we stand in the category participated. We strongly believe that export markets offer tremendous opportunities for us to grow in the years ahead. Knowing where we stand enables us to devise innovative market driven strategy accordingly.



Alex Yong
Chief Executive Officer
Albatrozz Sdn Bhd
> Best Use of Technology (Gold)

Tier: Up to RM25mil
Winning SOBA helps to cement our credibility in the software industry. It is a testament that our apps are dynamic and innovative. Also, SOBA helps to showcase our product to a more diverse audience locally and abroad.



Silver Winners

Datuk Tony Looi
Chairman
Ban Lee Hin Engineering & Construction Sdn Bhd
> Best Brand (Silver)

Tier: Above RM25mil
SOBA is an award that not everyone can win. It symbolises an honour to Ban Lee Hin Engineering & Construction, indicating that our company has been recognised. This has motivated our company will strive better to get more category on SOBA Awards in future.



C Vigneswaran @ Joe
Director
SNS Tex Sdn Bhd
> Best in CSR (Silver)

Tier: Up to RM25mil
[Joining the awards] was mooted from an event organised by The Malaysian Entrepreneurs Festival held back in Penang. I'm pleased and believe said award is the beginning with SOBA. It is definitely a recognition for me to be a global player.



Johary Mustapha
Chief Executive Officer
Forest Interactive Sdn Bhd
> Best Employer (Silver)

Tier: Up to RM25mil
This award serves as an encouraging push in the right direction. It shows us that things do work out and that results can be achieved while at the same time keeping our talents fresh, motivated, and energised.



Chong Soon Kheng
Managing Director
Swift Bridge Technologies (M) Sdn Bhd
> Best Innovation (Silver)

Tier: Up to RM25mil
We feel excited and happy after receiving the award and our staff morale has increased. It is the best feedback to show some sort of team recognition after great efforts being put in.



Sean Chia
Managing Director
Kids Planet Language Centre Sdn Bhd
> Best Use of Technology (Silver)

Tier: Up to RM25mil
SOBA recognition is very important to companies like us, as it is one of the most reputable awards in Malaysia. By participating in SOBA 2019 helps us to achieve more, in order to compete with more successful companies.



Melvin Chin
Sales Director
TNC Technology Sdn Bhd
> Best Use of Technology (Silver)

Tier: Up to RM25mil
The SOBA award is the glory of a company. It allows us to prove the company's strengths in various fields and gives affirmation to our R&D products or technologies. An encouragement on R&D to develop more advanced technology products.

