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28 companies honoured in Superbrands Awards 2019

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Superbrands Malaysia 2019 celebrates its 11th edition and has selected 28 brands to pay tribute to the strongest and most valuable brands in the market in this year's awards event.

Superbrands, the independent global authority and arbiter of branding, hosted their annual event at the Ritz Carlton Kuala Lumpur for the key global multi national corporations (MNCs) as well as top local brands encompassing a wide spectrum of different industries and officiated by **YB DATUK IGNATIUS DARELL LEIKING, Minister of International Trade and Industry.**

He said: "One of the agencies that helps MITI a lot in exporting and promoting Malaysian product is MATRADE. Superbrands could work with MATRADE and find a common ground where you can sell our products including Superbrands all over the world.

"Because export is important for Malaysia, and with made in Malaysia products becoming more acceptable globally, consumers will also begin to trust our products.

"In the global seas of brands, new online brands are constantly launched and MITI will provide you with support to succeed. With an urgent need to think out of the box and to innovate, we encourage you to persevere in a highly competitive market."

Speaking about the event, Mr Mike English, Director, Superbrands said: "The Superbrands Malaysia 2019 Awards, considered as the 'Oscars of Branding' by the corporate world, are presented to the winning brands represented by their chief executive officers, managing directors, marketing directors and other top marketing and PR executives.

"Superbrands also unveiled the highly anticipated and much coveted coffee table-style Superbrands book, which includes a two-page profile of each of the Superbrands at today's tribute event.

"The awards are a wonderful showcase for brands to highlight and promote their successes, and for senior executives to get together to celebrate their Superbrands status.

"We are happy that many local brands which include new entrants, have made it to the Superbrands list this year in addition to globally recognised brands. These brands were not only voted by our distinguished brand council members but also by marketing professionals, who voted through an online poll."

After rigorous selection criteria, set by the Superbrands Council, more than 3,000 professionals were invited to vote for candidate brands. More than 1,468 leading Malaysian brands were scored by the council and through the online poll and the highest scoring brands were then designated as Superbrands.

Only brands that achieve the level of recognition set by the independent council are eligible for inclusion in the Superbrands Malaysia book, which traces the history and achievements of each of the brands.

"Malaysia's best brands which range from fast moving consumer goods (FMCG) to locally owned family businesses, are featured in the book. Participation in the Superbrands book is by invitation only and acknowledges the inherent strength of the organisation and its brand value.

"Brands participating in the Superbrands programme are entitled to use the Superbrands logo on their advertising, packaging and other marketing communications collaterals. The brand's story is also featured in the Superbrands reference book and on the Superbrands website," Mr English added.

The Superbrands Council comprises individuals who have shown exceptional aptitude in business and who have a thorough knowledge of the market and methods of business. To be voted as a Superbrand is a powerful endorsement and is evidence for existing customers, potential customers, media, suppliers, investors and employees of each brand's exceptional status.

RECIPIENTS OF SUPERBRANDS MALAYSIA 2019 AWARDS

1. Acer	15. Meeracle
2. Apacs Sports	16. Muar Ban Lee
3. April 22	17. Origin Integrated Studios
4. Atomy Malaysia	18. Schmaco Auto Parts
5. Beaute Mori	19. Securido Guard Services
6. CED	20. Stephen Hansford Petrolub
7. Central Sugars Refinery	21. Sun Life Malaysia
8. Das Abdul Global	22. Sunshine Kingdom
9. Ecoware AI Hardware	23. The Hijab World
10. Fraser & Neave Holdings	24. Trusted Sharks
11. Jin Ye Ye	25. Ultron
12. Little Caliphs International	26. V'Asia Cosmetics & Healthcare
13. Mamasab Bakery	27. Wellous
14. Multimedia University	28. Yokohama Batteries