



APGCA

Asia Pacific
Golden Crown Awards

亚洲太平洋皇冠金奖

2018 - 2019

提升品牌
横跨全球

**GROW BRANDING
GO GLOBAL**



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Asia Pacific
Golden Crown Awards

亚洲太平洋皇冠金奖

2018 - 2019

Organised by:



雪兰莪暨吉隆坡文具书业公会
Selangor & Kuala Lumpur Stationers & Booksellers Association

Endorsed & Supported by:



亚太文具联盟
ASIA-PACIFIC STATIONERY ALLIANCE



PERSEKUTUAN PERTUBUHAN
PENJUAL ALATULIS DAN
BUKU MALAYSIA



Philippine
菲律宾



Thailand
泰国



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中国宁波



YWCIA
义乌市文具用品行业协会

China Yiwu
中国义乌



广东站文用品行业协会

China Guangdong
中国广东

INDONESIA
STATIONERY
ASSOCIATION

Indonesia
印度尼西亚



Singapore
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广州文具行业协会

China Guangzhou
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China Neimenggu
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Asia Pacific Golden Crown Awards Independent Auditor



25 YEARS OF GROWING REGIONALLY
WE SERVE BEYOND YOUR EXPECTATIONS

WILLIAM C. H. TAN & ASSOCIATES
CHARTERED ACCOUNTANTS (AF 0743)

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Legal advisor :



Endorsed & Supported by:



马六甲文具书业公会
MELAKA STATIONERS &
BOOKSELLERS ASSOCIATION

森美兰文具书业公会
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Media Partner



ABOUT THE

APGCA

Asia Pacific Golden Crown Awards

The Crown has long been regarded as a symbol of power, prestige and sovereignty. Today, the Crown is associated with success, achievement and leadership. Gold is the precious metal that is cherished and valued throughout the generations. Thus, the Asia Pacific Golden Crown Awards (APGCA) is seen as a highly valued international award bestowed on present-day entrepreneurs who have achieved outstanding success in their business from this industry. Recipients of this Award are recognized for their exceptional business acumen. They epitomize courage, strength, determination, creativity and innovation. In the face of tough competition and economic storms, they have preserved and out-thought the competition to arrive safely at the shores of success. They deserve to be awarded the Asia Pacific Golden Crown of Excellence. The APGCA is organized by the Selangor & Kuala Lumpur Stationers and Booksellers Associations (SKLSBA), the most renowned stationery related association in Malaysia. It is also endorsed by The Federation of Stationers and Booksellers Association of Malaysia, supported by Asia Pacific Stationery Alliance and its members. Members countries are China, Taiwan, Hong Kong, Philippines, Thailand, Singapore, Indonesia, and Malaysia.

SELANGOR & KUALA LUMPUR STATIONERS AND BOOKSELLERS ASSOCIATIONS (SKLSBA)

SKLSBA is established since 1972. The objective of the association is to protect and to strive benefits and rights for the stationery industry in Malaysia. The members came from small scale newsstands, stationery retail shop or bookshop. After 46 years of effort, some founders are now international corporation, and some of the members are manufacturer, authorized dealers for SEA market and chain stores owner. Their products are feeding both Malaysia market & export market.

And thus the association has initiated Asia Pacific Golden Crown Awards (APGCA) to recognize business owner or entrepreneur who has achieved outstanding success in this industry. It is also a platform to motivate new entrepreneurs from the industry to share their success stories.

OBJECTIVES OF THE ASIA PACIFIC GOLDEN CROWN AWARDS (APGCA)

The objectives of the Awards are as follows:

- Recognise and showcase the achievements of top industry players
- Create a premium platform for branding and marketing
- Encourage the adoption of good practices in the industry
- Motivate other players in the same industry to push for excellence
- Act as a benchmark of industry standards

SAFEGUARDING THE INTEGRITY AND QUALITY OF THE AWARDS

The integrity and quality of the Asia Pacific Golden Crown Awards is safeguarded and stringently protected by the organizers. The organizer takes serious manner in accessing applicants' qualification. The appointed independent auditor will arrange site visit, interview session and account auditing for every applicant to ensure the validity of information provided.

BENEFITS OF BEING AN ASIA-PACIFIC GOLDEN CROWN AWARD WINNER

As an Asia Pacific Golden Crown Award (APGCA) winner, your company can enjoy the following perks and benefits:

- Receive the prestigious APGCA Trophy and Certificate
- Be featured in the APGCA website
- Be featured in nationwide newspapers and magazines
- A customized coffee-table book for Award Winners
- Featured in Congratulatory Award Advertisements (newspapers)
- Be invited to participate in a professional corporate and branding makeover

REQUIREMENTS FOR NOMINATIONS

Please complete the nomination form with required supportive documents and mail to:

1. ASIA PACIFIC GOLDEN CROWN AWARDS 2018 NOMINATIONS SECRETARIAT
Asia Pacific Golden Crown Awards Independent Auditor

WILLIAM C. H. TAN & ASSOCIATES
No. 79, 1st & 2nd Floor, Jalan SS21/60,
Damansara Utama, 47400 Petaling Jaya,
Selangor Darul Ehsan,
Malaysia.

Tel : +(6)03-7728 4778
Fax : +(6)03-7726 6182

Email: info@sklsba.org.my/ info.apgca@gmail.com
Website: www.sklsba.org.my/ www.apgca.my

2. All sections must be completed in full and the information provided will form the basis for judging. Please note N/A (not available/not applicable) wherever necessary.
3. Completed forms must be submitted together with the followings:
 - 3 consecutive years of audited report of turnover, pre-tax profits, taxation and net profits
 - A copy of Form 24 and Form 49 as evidence of Malaysian ownership
 - A 500 word Executive Summary on the company's strengths and unique selling points
4. All information provided will be treated as private and confidential. (Entries will only be opened by the appointed Independent auditor.)
5. All nominations will be endorsed by a professional body (company auditor) or trade association.



APGCA QUALIFYING CRITERIA

1. Nominees must be an individual/company incorporated in Malaysia.
2. Not listed on any stock exchange
3. Company must have been active in business for at least 3 years
4. For more information about the Asia Pacific Golden Crown Awards, please contact:
Hotline: +603-9200 9988

APGCA DEFINITION AND SELECTION CRITERIA OF AWARDS

There are two types of Entry Category

- a) BY INVITATION ONLY
- b) BY NOMINATION

By invitation include 3 categories:

1. Lifetime Achievement Award (Individual)

Definition:

This Award gives recognition to an individual who has successfully built a business over a lifetime. The individual may have retired or left the business.

(Eligibility Criteria: The invitee has had been in the business for over 30 years and has contributed positively to the industry.)

2. High Achievers Award (Public Listed Company or Individual)

Definition:

This Award is bestowed on companies or individual which have successfully made the transition from non-listed to listed entities. There is no cap on turnover.

(Eligibility Criteria: Invitees must have had at least two years listed on the Bursa Malaysia or an overseas stock exchange. These companies are likely to be the role model, or reference in the industry.)

3. Outstanding Entrepreneur Award (Individual)

Definition:

To an individual who has built his business empire from zero to hero, well known in their trade & still growing swiftly or venture abroad.

(Eligibility Criteria: Invitees must be in key management position or is a substantial shareholder for at least five years and has overseen the growth of the company during this period.)



Elaine Chu

Adeline Kee

Tey Beng Kun

Tan Chong Ong

Guan Swee Leong

Lau Sie Tee

Richard Tan

SKLSBA & APGCA 2018 ORGANISING COMMITTEES 组织委员会



APGCA Nomination (1- 8 award categories)

1. Outstanding International Player Award

Definition: This Award is bestowed to enterprise who is an international player in foreign regions and exporting is the major source of income.

(Eligibility Criteria: Nominee's business must be active internationally, exporting to no less than five (5) countries internationally.)

2. Outstanding Industry Performer Award

Definition: This Award is bestowed on companies which excel in every aspect of its operations. The company must be reputable in the industry.

(Eligibility Criteria: Nominees must perform exceedingly well in all five core aspects: business trading, philosophy of management, products and markets, operations and technologies, financial performances.)

3. Outstanding Woman Entrepreneur Award

Definition: This Award is bestowed on excellence companies in the industry which headed or founded by women entrepreneurs.

(Eligibility Criteria: Nominees must be at least 30% owned by a woman entrepreneur as well as the primary decision maker of the company.)

4. Export Excellence Award

Definition: This Award is bestowed on companies which excel in overseas market penetration.

(Eligibility Criteria: Nominees must have numbers of products or services exported and at least 50% of the company's total revenue derive from exporting.)

5. Excellence in ICT Application Award

Definition: This Award is bestowed to companies which have automated and adopted ICT to attain operational efficiency effectively.

(Eligibility Criteria: Nominees must have taken major initiatives to adopt ICT in business in order to reduce manpower cost and market their products effectively on the internet.)

6. Product Excellence Award

Definition: This Award is bestowed on companies that is creative/innovative in product design.

(Eligibility Criteria: Nominees must possess strong R&D division, specialize in design development, emphasize in patent & trademark.)

7. Service Excellence Award

Definition: This Award is bestowed to companies that provide outstanding service to its clients, especially on after sales service.

(Eligibility Criteria: Nominees must have strong distribution channel, supply chain and complete after sales service for their distributors & end user customer.)

8. Creative Excellence Award

Definition: This Award is bestowed to companies which has developed creative / innovative product or system, with unique solutions or strategy that is applicable in domestic or overseas market.

(Eligibility Criteria: Nominees must be companies which its revenue has soared since the introduction of the creation. The creation must be original & genuine creation from the company.)



APGCA Nomination (9-16 award categories)

9. Retail Excellence Award

Definition: This Award is bestowed on successful retail business which its chain retails is excellence in marketing strategy, or apply chain reaction strategy in their sales approach.

(Eligibility Criteria: Nominees must be a chain retailer, a franchisee or having large retail outlets nationwide.)

10. Young Entrepreneur Award

Definition: This Award is bestowed to the best young entrepreneurs in the country. They possess strong leadership, innovative, determined, and also a risk taker in their business.

(Eligibility Criteria: The nominees must be a Malaysian, 40 years old or below. The person must be the CEO or MD of the company.)

11. Rising Star Award

Definition: This Award is bestowed on new companies with excellence sales performance and penetrative in market share.

(Eligibility Criteria: The business must be established in less than 3 years.)

12. Most influential Award

Definition: This Award is bestowed on a trend leading companies with ownership of in-house brand of products and great market share.

(Eligibility Criteria: Nominees must be companies with in-house brand and products.)

13. Green Technology Contributor Award

Definition: The Award is bestowed on which have integrated Green Technology or environmentally-friendly systems into their operations and processes. They must be seen to promote the use of renewable energy and the concept of 3Rs- Reduce, Re-use and Re-cycle. They must also be able to provide evidence of good production methodology that will not harm the environment.

(Eligibility Criteria: Nominees must demonstrate evidence of Green Technology strategies that are used in their companies and aggressively promote environment awareness in all aspects of the company's operations.)

14. Outstanding Management System Award

Definition: This Award is bestowed on business with effective management systems that has resulted in substantial time and cost savings in their production & operations.

(Eligibility Criteria: Nominees must possess qualified certificates such as ISO or 5S, and related training.)

15. Outstanding Human Resources/Talent Development Award

Definition: This Award is bestowed on business that have strong Human Resource or talent development policies in place which has resulted in low staff turnover, conducive working environment, effective cost management but high in profit.

(Eligibility Criteria: Nominees must be implementing a clearly defined management structure and talent development program.)

16. Corporate Sustainability Award

Definition: This Award is bestowed business with a sustainable planning to the growth of the company in continuity and has been in the market for more than 30 years.

(Eligibility Criteria: Nominees must have a clear corporate sustainability program that ensure the viability of the company in the long run, such as training of successors. The company is preferably to have the history of 3 generations running the business.)

JUDGING

Nominees for the Asia-Pacific Golden Crown Awards 2018 are judged based on the 5 criteria below:

A. Company and Business Model

- History
- Market positioning
- Unique strengths
- Unique selling proposition
- Milestones and achievements
- Patents and Trademarks

B. Management Philosophy

- Vision and Mission
- Strategies for sustainable growth
- Corporate culture
- New initiatives in challenging market conditions

C. Products, Services and Marketing Strategy

- Market size and market share
- Distribution channels
- Brand development and strategies
- Pricing Strategy
- Efficiency of system and process

D. Operation and Technology Application

- Accreditations
- Adoption of ICT
- Research and development
- Innovation
- Human Capital Development/ Talent Management

E. Financial Performance

- 3 consecutive years of audited accounts
- Profit and Sales growth
- Return of Investment Ratio
- Average Sales and Average Profit per Sales Person

评审范围及方式

亚洲太平洋皇冠金奖参赛资料之评审及评判，将遵循以下5项基本准则为标准：

A. 公司或企业的经营模式

- 公司的历史背景
- 市场定位
- 企业的独特优势
- 经营的独特手法
- 成就及里程碑
- 专利或注册商标

B. 管理哲学

- 愿景和使命
- 战略的应用，持续增长的因素
- 公司应用的企业文化
- 在这新的严峻市场环境新举措

C. 产品、服务及市场的战略

- 市场规模和市场份额
- 分销渠道
- 品牌发展及战略
- 定价策略
- 系统和流程效率

D. 操作和技术的应用

- 资质认证
- 信息技术采纳及应用
- 研究与开发
- 革新与创新
- 人力资源发展及培训/人才管理及探索

E. 财务及业绩

- 过去3年的经审计的账目
- 利润和销售增长
- 资本回报率
- 人均销售和人均利润

万众期待的荣耀之光

亚太皇冠金奖

ROAD MAP TO THE AWARDS



- AWARD CONCEPTION
奖项概念
- ▼
- FORMATION OF ORGANISING COMMITTEE
成立筹委会
- ▼
- CONFIRMATION OF AWARD PROJECT TEAM
建立奖项团队
- ▼
- OFFICIAL AWARD LAUNCH
启动推介礼
- ▼
- BRIEFING FOR MEMBERS & ROADSHOWS FOR AWARDS
向成员简报及巡回推介礼
- ▼
- SUBMISSION OF AWARD APPLICATIONS
呈提名表格
- ▼

- SELECTION OF WINNERS BY COMMITTEE OF JUDGES
评委遴选得奖者
- ▼
- VERIFICATION INTERVIEW CUM SITE VISITS
确认及专访面试
- ▼
- ANNOUNCEMENT OF WINNERS VIA MEDIA
宣布得奖名单
- ▼
- SALES OF AWARD DINNER TABLES
订购颁奖礼餐席
- ▼
- PREPARATION OF AWARD VIDEO & DINNER PROGRAM
准备录像及颁奖典礼
- ▼
- AWARD PRESENTATION AT GRAND DINNER
大会颁奖典礼
- ▼
- CONGRATULATORY ADVERTS IN MEDIA-WINNERS
恭贺广告刊登于媒体