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CELEBRATING DISTINCTION AT THE NATIONAL MARK OF MALAYSIAN BRAND FORUM

More top companies join the ranks of bearing the mark of excellence

SELANGOR, 9 October 2014 – Studies have indicated that 75% of consumer chooses their products coming from a well-known brand. Understanding this importance is one of the contributing factors to success in business and the reason that SME Corp. Malaysia has continued to encourage SMEs to get certification on the National Mark of Malaysian Brand (NMMB). A number of 24 top companies received their certifications for the NMMB during the Malaysian Brand Forum 2014 at the Palace of the Golden Horses, Seri Kembangan, Selangor. YB. Dato' Sri Mustapa Mohamed, Minister of International Trade and Industry (MITI) graced this Event and presented the certificates and trophies to the successful recipients of the NMMB.

The NMMB is one of the strategic initiatives under the SME-Brand Development Programme which is aimed at promoting greater market access to SMEs that have proven to be capable suppliers of products and services. The programme is also a part of the Government's aim on changing Malaysians' perception on home-grown brands, vis-a-vis the quality and standards of the dominant international brands.

"As customers are presented with a wide array of sophisticated and innovative offerings in the market coupled with advancements in technology, higher quality and more personalised products and services will be in great demand...Companies must keep pace with the rapidly-changing trends in demand patterns of consumers, to ensure the sustainability of their product brands", said YB. Dato' Sri Mustapa Mohamed, in his address during the event.

Since the inception of this initiative in 2009, 145 companies have applied for this certification of which 102 have been certified. These 102 companies proudly bring with them not only good, measureable home grown brands, but most importantly is that their products and services stand out as they are incorporated with the attributes of Quality, Excellence and Distinction. Among the brands that have received certification are Spritzer, Goodnite, Smart Reader, Erican and Joven to name a few.

In addition, since 2009, manufacturing is the most dominant sector that has been certified with the NMMB. It comprises 85% of the recipients while services sector comprises of 15%. This year, 24 companies have been certified with the NMMB which is a 9% increase from 22 companies last year, indicating that it is not easy to pass the high standards set in order to obtain the certification.

Among the highlights of the event included a Forum which focused on exploring new approaches to branding, in order to encourage the development of companies, mainly SMEs in Malaysia, as well as to provide a valuable and effective platform for participants to share their experiences and information on branding initiatives. The forum featured reputable speakers, YBhg. Dato' Normaziah Sheikh Muhamed Co-Founder, SimplySiti Sdn. Bhd. and Mr. Jovian Mandagie, Chief Executive Officer, Jovian Apparel Sdn. Bhd who shared their experiences and strategic ways to manage brands.

The event was also attended by YBhg. Tan Sri Ir. (Dr.) Mohamed Al Amin Hj. Abdul Majid, Chairman of SME Corp. Malaysia, YBhg. Dato' Hafsah Hashim, Chief Executive Officer of SME Corp. Malaysia dan Puan Khalidah Mustafa, Managing Director SIRIM QAS.

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