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# MEDIA RELEASE

## 50 COMPANIES RECOGNISED WITH ENTERPRISE 50 2019 AWARD

**Kuala Lumpur, 21 November 2019** – 50 top performing SME companies will be announced as winners of Enterprise 50 (E50) Award for 2019. The E50 Award is organised by SME Corp. Malaysia, an agency under the Ministry of Entrepreneur Development and Deloitte Malaysia. The award recipients will be celebrated at the E50 Award Dinner which will be graced by YB Datuk Seri Mohd Redzuan Md Yusof, Minister of Entrepreneur Development tonight.

Among 50 companies that were selected as E50 Award winner this year, the top 10 winners were announced by Mr. Noor Azmi Mat Said, Chief Executive Officer of SME Corp. Malaysia and Mr. Yee Wing Peng, Chief Executive Officer of Deloitte Malaysia at a special E50 Award press conference this morning. Only companies with 4 and 5 stars rating under the SME Competitiveness Rating for Enhancement (SCORE) were invited to submit their nominations, of which only 50 of the best companies were evaluated by Deloitte and a panel of professional judges to receive this award. All of these companies have undergone a rigorous assessment process based on various parameters which among others, include management processes; innovation; market strategy; technology adoption; export revenue; capital investment; training and research; as well as the adaptation of digitalisation within their companies.

For the first time this year, the theme of digitalisation was selected as one of the evaluation criteria that carries a bonus mark to the company that adopt the element. This theme was selected as it is in line with the Government's aspiration to encourage digitalisation among small and medium enterprises (SMEs) in order for them to remain relevant in the industry.

“SMEs’ contribution to nation building certainly doesn’t go unnoticed. We are proud that the E50 Award Programme continues to play a significant role in acknowledging exceptional high-performing SMEs, recognising their role in the economy, their achievements and their potential for future growth, said Yee Wing Peng, Country Managing Partner of Deloitte Malaysia.

“Deloitte Malaysia is pleased to be able to provide world-class resources and analytics capabilities to facilitate the evaluation exercise in the programme. We are excited to keep playing a role in fostering the spirit of enterprise among SMEs in Malaysia,” Yee added.

Starting this year, as a value add to the 21<sup>st</sup> E50 Award since its inception in 1997, all E50 Award 2019 recipients will receive a company report card prepared by Deloitte. This report will identify the strengths and weaknesses of the company and can serve as guidance and reference for future improvement. The top 10 recipients of the E50 Award this year are Alypz Sdn. Bhd., Asia Food & Beverage Sdn. Bhd., EPE Switchgear (M) Sdn. Bhd., Fusipim Sdn. Bhd., Ideal Healthcare Sdn. Bhd., IForte Intelligence Sdn. Bhd., Maxwell Pharma Sdn. Bhd., My CO2 (KL) Sdn. Bhd., Prof. Muhaya Eye and Lasik Center Sdn. Bhd. and Velson Packagings Sdn. Bhd.

The E50 Award is the result of a public-private partnership between SME Corp. Malaysia, Deloitte Malaysia and strategic partners such as SME Bank, Unifi, RHB Bank and MIDF as well as official media partners namely The New Straits Times and Malaysia SME. Apart from recognising the best SMEs in Malaysia, this prestigious award also provides a platform to foster entrepreneurial spirit and encourage SMEs to drive excellence, as well as compete for recognition that can boost their business status.

To date, a total of 2,139 companies have been nominated for this award where 732 companies have been selected as the award recipients since 1997. Among the award recipients, 67 companies have been listed on Bursa Malaysia with 53 on the Main Board and 14 in the ACE Market. With the increasing number of award recipients from year to year, SME Corp. Malaysia will exclusively introduce the E50 Club, whose members are the alumni of the E50 Award recipients. The E50 Club offers a wide range of benefits that focuses on business networking, business matching and capital access.

Similar to the E50 Award edition last year, the E50 Women Entrepreneur Award continues to recognise women-owned SMEs who have excelled in companies overall development and management system. Since its introduction in 2016, the award recognises the success and capabilities of women entrepreneurs that will serve as role models as well as inspire other women entrepreneurs to excel in business. This year 11 women-owned companies were selected among the E50 Award recipients, an increase of 14% over the previous year.

Among the distinguished guests that will be attending the E50 Award Dinner are YB Datuk Wira Dr. Mohd Hatta Ramli, Deputy Minister of Entrepreneur Development, Datuk Wan Suraya Wan Md Radzi, Secretary General, Ministry of Entrepreneur Development (MED); Dato' Sri Syed Hussien Al Habshee, Chairman, SME Corp. Malaysia and Mr. Noor Azmi Mat Said, Chief Executive Officer, SME Corp. Malaysia.

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**SME Corp. Malaysia**

SME Corp. Malaysia is the Central Coordinating Agency under the Ministry of Entrepreneur Development (MED) that coordinates the implementation of SME Development Programmes across all related Ministries and agencies. It acts as the

central point of reference for research and data dissemination on SMEs, as well as, provides advisory services for SMEs in Malaysia. SME Corp. Malaysia also assumes the role of the Secretariat to the National Entrepreneur and SME Development Council (NESDC) which is chaired by YAB Prime Minister of Malaysia.

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