

Closing Date: 15 SEPTEMBER 2013

DEFINITION & SELECTION CRITERIA OF AWARD

1.Platinum Entrepreneur 2013 Award

Definition

This award is to recognize a successful individual who is an outstanding entrepreneur and leader of the industry.

Selection Criteria

The award recipient must exhibit entrepreneurial spirit and must originate from small / medium businesses. His/her achievements must be impressive to inspire and motivate the thousands of SME entrepreneurs who are looking for a role model to emulate, especially as a CEO or Managing Director of a listed company. (By Invitation Only).

2.SME Achievers Award

Definition

This award is bestowed on the SME who grew from either a family-owned or micro operation and has successfully made the transition from such operations to become public-listed companies. There is no cap on turnover.

Selection Criteria

Invitees must have secured a 5 years public listing on any stock exchange either in Malaysia and/or Overseas and have continued to excel in their businesses. These companies reflect the achievements of its founders and serve as a shining example of entrepreneurship, perseverance and strategist.

(By Invitation Only).

3. Sahabat Negara SME Award

Definition

This award is bestowed on corporations/institutions such as government statutory bodies, NGOs, financial institutions or service providers/facilitators which have contributed significantly to the promotion and development of SMEs in the country. The contribution could be pecuniary or non-pecuniary in nature to the SMEs community to help develop or improve their operations.

Selection Criteria

Invitees must have played a prominent and proactive role in the promotion and development of SMEs, especially during their formative or growing stages, by providing solutions that enhance SME's competitive edge and operation efficiency in the pursue of globalization simultaneously. (By Invitation Only).

4.SME Best Overall Award

Definition

This award is bestowed on the crème de la crème of non-listed SMEs that excel in every aspect of their corporate performances.

Selection Criteria

Nominees must have performed extremely and equally well in all five core judging criteria, namely business and company, management philosophies, products and markets, operations and technologies as well as financial performance. (Nomination Required).

5.SME Innovation Excellence Award

Definition

This award is to recognize non-listed SMEs with emerging business that applies new technologies, or caters to customer needs through applications of innovative processes, market research, brand development, visionary leadership, etc. The new developments have made a big impact in the business world and the SME products/services are now in great demand in local and/or overseas markets.

Selection Criteria

Nominees must be either the intellectual property owner of its product innovations, the legitimate promoter of a business model that presents a new business concept or the bold but sensible creator of a new market.

(Nomination Required).



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6.SME Export Excellence Award

Definition

This award is bestowed on non-listed SMEs which excel in overseas market penetration and derive the bulk of their revenue from sales of their products/services overseas.

Selection Criteria

Nominees must have at least one or more of their products and/or services exported and the export revenue forms at least 50% of the company's total revenue.

(Nomination Required).

7.SME ICT Adoption Award

Definition

This award is bestowed on non-listed SMEs heeding the government's call to automate and adopt ICT in their businesses to attain operation efficiency and compete efficiently in the market.

Selection Criteria

Nominees must have taken practical and aggressive initiatives towards adoption of ICT and reaping benefits both operationally and financially as a result.

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(Nomination Required).

8.SME Women Entrepreneur Award

Definition

This award is bestowed on non-listed SMEs headed or founded by women entrepreneurs.

Selection Criteria

Nominees must be at least 50% owned by women entrepreneurs or with the women entrepreneurs as the primary decision maker.

(Nomination Required).

9.SME Phoenix Award

Definition

This award is bestowed on non-listed SMEs recovering strongly from a major corporate or financial crisis or setback.

Selection Criteria

Invitees or nominees would have experienced either major financial set-back but recovered and excel or managed to reinvent themselves during corporate crisis and continued to excel.

(By Invitation or By Nomination).

10. SME Product Excellence Award

Definition

This is bestowed on non-listed SMEs that commercialize and produce outstanding made-in-Malaysia products in the market.

Selection Criteria

Nominees must possess products with at least 50% local content and a major contributor to company revenue.

(Nomination Required).

11. SME Service Excellence Award

Definition

This is bestowed on non-listed SMEs that provide outstanding services in the service delivery industry.

Selection Criteria

Nominees must have contributed to enriching the economic and/or social life of the local and international communities they serve, beyond the strict requirement of excellent service delivery through positive, discretionary initiatives and imaginative use of resources.

(Nomination Required).



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12. SME Brand Excellence Award

Definition

This is bestowed on non-listed SMEs which have successfully created a strong and positive image for their branding initiatives on the company, product and/or services. These brands are not only well-accepted but have strong top-of-mind recall among consumers.

Selection Criteria

Nominees must have achieved a high degree and instant brand recognition by the general public. (Nomination Required).

13. SME Rising Star Award

Definition.

This is bestowed on young SMEs which have displayed great potential to become successful players in local and international marketplace. They are companies that are on the verge of a breakthrough and will become successful, when given the necessary financial support, guidance and nurturing. The award will recognize the outstanding SMEs represented in the various industries.

Selection Criteria

The company must be able to present a unique, competitive and potential business concept which is on the way to success.

(Nomination Required).

14. SME Young Entrepreneur Award

Definition

This award is to highlight Malaysia's best and brightest young entrepreneurs and to recognize their innovative spirit and business acumen. They take risks with their personal financial security and have exceptional drive and commitment. Often they start with little more than an idea and grim determination to succeed.

Selection Criteria

The nominees must be a Malaysian age 40 and below. He or she must be a CEO or Managing Director and has been involved in the Company's daily management for a minimum of 3 years as of 31 August 2013 and owns at least majority controlling interest of the equity participation of the said Company.

(Nomination is required)

15. SME Social Responsibility Excellence Award

Definition

This award is to salute the year's most outstanding SMEs on their communication initiatives and programs relating to Corporate Social Responsibility (CSR) issues .These SMEs are able to strike a balance between social and environmental concerns and economic/profit goals of their companies .

Selection Criteria

To be eligible, CSR initiatives must have taken place (either in part or in full) during the last 2 years. CSR projects may be already completed or are ongoing.

(Nomination Required).



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16. SME Green Excellence Award

Definition

This award is bestowed on non-listed SMEs who have effectively integrated Green Technology in the production process or produced Green Technologies which are environmentally preferable and are now in great demand in local and / or overseas markets.

Selection Criteria

Nominees must demonstrate strong evidence of Green Technology strategies and to which the ideas implemented were fresh, creative and appropriate for the green target objectives. They must also actively implementing "Green" in their company policy as well as aggressively promote awareness within the organization and to the public.

(Nomination Required).

17. SME OSHA (Occupational Safety and Health Act) Award

Definition

This award is to promote, stimulate and encourage high standards of safety and health at work. SMEs are recognized on their initiatives and programs to promote safety and health awareness, and establish effective safety organization and performance through self-regulation schemes designed to suit the particular industry or organization. Long-term goal is to create a healthy and safe working culture among all employees and employers.

Selection Criteria

Nominees will be expected to show strong management leadership and active participation in safety and health.

(Nomination Required).



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REQUIREMENTS FOR NOMINATIONS

CLOSING DATE: 15 SEPTEMBER 2013

1. Nominations can access to www.smera2013.com or by completing and returning the nomination form to the SME RECOGNITION AWARD 2013

secretariat SMI ASSOCIATION OF MALAYSIA

No. 5-5, Jalan USJ9/5Q, Subang Business Centre 47620 Subang Jaya, Selangor Darul Ehsan

Tel: +603-8024 5787, 8024 5737, 8023 0685

Fax: +603 8024-1737

Email: recognitionaward2013@gmail.com

Website: www.smera2013.com

- 2. Nominees may select their preferred award category. However it is the prerogative of the judging panel to place nominee in the category that allows the nominee the best probability of receiving an award.
- 3. All sections should be completed thoroughly as information provided will form the basis for judging. Please denote N/A where appropriate.
- 4. Completed forms must be submitted together with:
 - Three (3) years audited accounts;
 - Complete form 24 and 49 for Malaysian ownership evidence:
 - SMI ASSOCIATION OF MALAYSIA;
 - · Other relevant supporting documents or information deemed appropriate
- 5. Elaborate in not more than 500 words to your rationale for the selected category applied together with supporting documentations, photos and etc.
- 6. All information provided in the nomination form will be treated with full confidentiality.
- 7. All nominations must be endorsed by an approved body. An approved body is either a professional body or trade association.

- 8. The Organizer cannot undertake to return documents or supplementary material submitted with an entry.
- 9. Names of applicants, commentary and scoring information developed during the review of applicants are regarded as proprietary by the Award Committee and are kept strictly confidential. Such information is available only to those individuals directly involved in the assessment and administrative process.



• A processing fee of RM800 payable to 工业企業卓越成就幾



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TO QUALIFY, NOMINEE:

- 1. Nominees must be a company incorporated in Malaysia (Accounts must be audited);
- 2. At least more than 51% owned by Malaysian;
- 3. Not a listed company on any stock exchange;
- 4. Not approved for listing on any stock exchange as of 31 August 2013;
- 5. Not more than 51% owned by a public listed company;
- 6. Involved in any legitimate business with annual gross turnover below RM 200 million for the financial year ended 2012;
- 7. For companies with same owners, group proforma consolidated accounts is allowed but the company or group should be in a single or similar business nature. The business should not be divergently different:
- 8. Company must be in the business for at least 3 years (except for Rising Star Award).
 - * Incomplete nomination submissions may be rejected automatically.

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For further enquiries, please contact Secretariat at:

Attn: SMERA Secretariat **SME RECOGNITION AWARD 2013** SMI ASSOCIATION OF MALAYSIA

5 - 5, Jalan USJ 9 / 5 Q, Subang Business Centre 47620 Subang Jaya Selangor Darul Ehsan

Tel: 03-8024 5787, 8024 5737, 8023 0685

Fax: 03-8024 1737

Email: recognitionaward2013@gmail.com

Website: www.smera2013.com



A. PREFERRED AWARD CATEGORY:	
☐ SME Best Overall Award	☐ SME Phoenix Award
☐ SME Innovation Excellence Award	
☐ SME Export Excellence Award	☐ SME Service Excellence Award
☐ SME ICT Adoption Award	☐ SME Brand Excellence Award
☐ SME Women Entrepreneur Award	☐ SME Rising Star Award
☐ SME Green Excellence Award	☐ SME Young Entrepreneur Award
☐ SME Social Responsibility Excellence Award	☐ SME OSHA Award
Rationale: Elaborate in not more than 500 words to your rat with supporting documentations, photos and etc.	ionale for the selected category applied together
B. COMPANY BACKGROUND	
Company Name:	
Business Address:	
City/Chatas	Post Code:
City/State: Telephone No.:	Facsimile No: Official website:
Email address:	Date of Incorporation:
Company Registration No.:	A コレ ト エ D. ユ D. ユ D. ゴ は
C. BUSINESS OWNERSHIP	企業卓越成就獎
Is your company incorporated in Malaysia with at least 5	50% owned by Malaysians?
Shareholding Structure : Malaysian Bumi Malaysian Non-Bumi Foreign State owned enterprise/agend (please state the year becomi	
Is your business inherited from family or self-made business.	,
Is your company a subsidiary? a. If yes, please state name of your parent company: b. Please state equity percentage held by parent compac. Is your parent company a listed company?	ny:YES _NO
4. Is your company approved for listing on any stock exchange as at 31 Aug 2013?	
5. Please attach your management organization chart	



6. What is the size of the board of directors?	-	
7. Has public interest litigation been lodged agains the past 3 years?	st the company's practices during	□YES □NO
8. Are any winding up or liquidation proceedings p	ending?	☐YES ☐NO
Has the Company filed its annual return with the and complied with all the statutory provisions of		□YES □NO
10. Has a prosecution been undertaken against the the last 3 years?	company by any authority during	□YES □NO
D. BUSINESS AND COMPANY		
Describe your company Viability and sustainability of your business mod Level of innovation and how it has helped comp Initiative undertaken recently. (Please attach separate sheets if space provided is insufficient.)	any to gain competitive edge.	
2. Which industry do you operate in? Electrical and Electronic Pharmaceutical Automotive IT/Software Wood Based Industry Agro Based and Food Industry Fast Moving Consumer Goods Others, please specify:	Petrochemicals Textile and Apparel Machinery and Equipment Palm Oil Based Industry Rubber Based Industry Hospitality/Travel Professional Services Logistics	TION 013 比獎
3. What is the nature of your business? Service Provider Design Distribution Retailing Trading Others, please specify:	 ☐ Manufacturing ☐ Education/Training ☐ Import/Export ☐ Consultancy ☐ Outsource Provider 	
 4. Which business segment does your business fit in Retailer Distributor Brand name manufacturer Original Design Manufacturer (ODM) Others, please specify: 	☐ Original Equipment Designer (OE☐ Original Equipment Manufacturer☐ Contract Manufacturer☐ Research and Design House	,



E. E	BUSINESS AND COMPANY		
1.	Please list the major milestone	es of your company.	_
	Year	Description	
	(Please attach separate sheets if		
2.		colades bestowed on your company.	
	Year	Award Description	
		PECOCNITION	
	(Please attach separate sheets if		
		AWARD 2013	
F. N	MANAGEMENT PHILOSOPHIES		_
1.\	What is your company's vision?	丰中小型企業卓越成就獎	
2. \	What is your company's mission	n?	
3. \	What are your core values?		
E	z		
		new initiatives embarked by the company, if any.	
	Branding New market development	☐ New ICT investment☐ New business process	
	Others, please specify:	<u> </u>	



In 3 years time, a. Where do you want your business to be? b. How do you plan to achieve that? How is performance being measured? Please list the top 3 KPIs (Key Performance Indicators). a. b. c. Please list the key management team. Name Designation Brief Background How many times does your management team meet per month? How does your company develop human capital? D. What are the mechanisms installed to identify training needs of the employees?		
a. Where do you want your business to be? b. How do you plan to achieve that? How is performance being measured? Please list the top 3 KPIs (Key Performance Indicators). a. b. c. c. Please list the key management team. Name Designation Brief Background How many times does your management team meet per month? How does your company develop human capital?	In 3 years time.	
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How does your company develop human capital? 工工工工工工工工工工工工工工工工工工工工工工工工工工工工工工工工工工工工		
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	How does your company develop human capital?	沙企業自城成就證
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11. Is there a self-development module for employees?	□YES □NO
12. Has the company faced any labour disputes (strikes, lockouts, etc) in the last 3 years?	☐YES ☐NO
13. Is your organization certified for OSHAS 18001?	□YES □NO
G. PRODUCTS, SERVICES AND MARKETS	
What is your unique selling proposition?	
2. What are your core product and/or services?	
Product/Services Brand	
a. b.	
c	
d. e.	
Also give the unique selling features of the products/services, highlighting the following points: (Please attach separate sheets if space provided is insufficient)	TION 042
2.1 The innovative initiatives taken by the company for enhanced quality with regard to the	following, during the last
3 years: Contribution Innovative Initiatives Initiati	
a. Minimizing environmental impacts arising out of the use of its products/services (life-cycle analysis)	
b. Ensuring safety of the usage/storage of the product	
C. Ensuring health issues	
d. Others	
2.2 Is there any cause-related marketing of products/services? Highlighting of the environmental-friendliness of the products/services, or the social causes related to the usage.	□YES □NO
2.3 Has the company during the last 3 years conducted a feedback survey to gauge public perception/customer satisfaction of its products/services/business operations, with a view to assess the social and environmental impacts of its activities?	□YES □NO



2.4 Has the company been ca	lled upon to defend any	of its advertising can	npaigns past 3 years?	□YES □NO
3. Which market segment do y	ou target?			
☐ Consumer - High end and s	_	☐ Large Corporation	on and MNCs	
Consumer - Mid end and nic	•	☐ Government		
Consumer - Low end and m	lass	☐ Small and Medi	um Businesses	
Others, please specify:				
4. Who is your target industry?	?			
			4	
5. Do you export? ☐ YES				
3. Do you export:				
If you do, where do you export	t to?			
ASEAN	☐ North America	☐ Austra	lia/New Zealand	
☐ China (including Taiwan)	☐ South America	☐ Africa		
☐ India	☐ Western Europe	☐ Easter	n Europe	
☐ Middle East	Others, please sp	ecify:	OGNITI	
6. Please provide an estima		A\\\A		13
	Local M	arket	Overseas M	larket
	%		%	
Total market size	1009	4 企業点	100%	授
Your market share			/ // // // // // // // // // // // // /	
7. What are your distribution c				
Local	Market		Overseas Market	
		_		
		_		
		_		



8. How do you promote your core products and/or services?		
Local Market	Overseas Market	
9. Please list any patents, trademarks, design or copyrigh	t that have been registered by your company.	
Year	Registration Description	
(Please attach separate sheets if space provided is insufficient)		
10. What are your top 3 revenue generators?		
ab.		
b. c.		
11. Does the company ensure fair practices/ethics in its s	upply chain?	
	deprive the life of the life o	
If yes, please provide details on the following a. Supplier selection criteria	AWARD 2013	
b. Assessment/monitoring	AWAILD ZUIU	
c. Training	→ ★ 古 ± ★ → → → → → → → → → → → → → → → → → →	
H. OPERATIONS AND TECHNOLOGY	<u> </u>	
Please list the accreditations bestowed upon your company	pany (e.g. ISO CE GMP HACCP)	
Year 	Accreditation Description	
2. Does your company follow a standard operating proced	dure (SOP)?	
3. Do you invest in Research and Development?	□YES □NO	



4. If yes, how is the R&D carried out?	☐ In-house team	Outsourced
5. How long has the R&D been set up?		
6. What is the % of turnover spent on R&D?		
7. What is the % of employees engaged for R&D?		
8. Please describe any major innovations that have contributed si	gnificantly to the company's su	iccess.
* *		
Please describe any processes, tools or systems that were add efficiency.	opted by the company to impro	ve operation
10. In which group have you adopted ICT2		
10. In which areas have you adopted ICT? MARKETING PRODUCTIVE	ITY OFFICE AU	TOMATION
☐ Customer Relationship Management (CRM) ☐ Enterprise Resource M		
☐ E-Commerce ☐ Material Resource Plan		
Corporate Website Warehouse Manageme		
☐ Business Intelligence☐ Call Center☐ Asset Management		nternet Access Security d Backup System
☐ Sales Force Automation ☐ Engineering design (CA		75
Others, please specify:		
11. The ICT systems are	ited	
12. How has the ICT system improved the way your company does	es business?	



I. FINANCIAL PERFOR	RMANCE			
1. 3 years Financial I	nformation			
		2010 (RM)	2011 (RM)	2012 (RM)
Annual Turnover	Local			
	Overseas			
Gross Profit				
Operating Profit Befo				
Operating Profit After				
Shareholders fund as	s at year end			
Current Assets Current Liabilities				
Fixed Assets		*		
Total Assets				
Inventory				
Cost of Sales				
Bad Debts				
Provision for bad deb	ots			
No. of employees				
2. Estimated investment	ent in 2013			
		% of turnover	COCNIT	% of turnover
Brand Development/	Advertising & Promotion	KE	ICT	ION
Logistics and Supply	management		Plant & Equipment	112
	Capital Development	AW	Customer Service	
Research and Develo			Market Development	
Others (Please speci	M13年中/	、刑人类	占批估计	将
	annual profits is allocated	生正天	于区区队队	天
	ity development works?			
15 Please provide vo	our 3 years projection.	2013	2014	2015
13. Flease provide yo	our o years projection.			
Annual Turnover	Local			
	Overseas			
Operating Profit E				
Operating Profit A	After Tax			



J. CORPORATE SOCIAL RESPONSIBILITY POLICIES	
Does the company have a sustainable CSR policy?	☐YES ☐NO
If yes, please state the policies involved	
a	
b	
C.	
6	
2. Does the company has a separate department for CSR initiatives?	
3. Does the company produce an annual sustainability/CSR report?	
4. What actives steps have been taken to raise the awareness of the company's CSR Policies	among:
• Employees	
Shareholders/Stakeholders	
• Suppliers	
• Customers	
RECOGNII	ION_
5. What measures have been taken to ensure that you have	
a. Gender equality in your workforce at all levels	
b. Recognition for diversity in work culture and behaviorc. Recognize contribution by disabled persons (if applicable)	
d. Recognize contribution by disabled persons (if applicable) d. Recognize labor rights and compliance with employment legislations	上将
6. What are the indicators used in monitoring the implementation of policies?	
· · · · · · · · · · · · · · · · · · ·	
a	
b	<u> </u>
C	
7. Are issues like transparency/disclosure/anti-corruption integral to the fulfillment of the	□YES □NO
company's corporate social responsibilities?	☐ CANNOT SAY
8. Pease attach a profile of your major social activities/projects/programmes, during the last 3 partners in the project and impacts on the beneficiaries.	years highlighting the



9.	How are social projects monitored and reported?	
10.	Are effective steps taken to provide good quality of work life, environment, safety/security a of the employees? State some key initiatives of last 3 years, if any.	nd general well-being
		•
11.	. What are the employee welfare programmes organized by the Company? Please provide a	brief outline.
	RECOGNIT	ION
	AMA DD 26	142
	AWARD ZU	
12.	What are the key positive impacts provided by the company that benefits the community (e care, social infrastructure, environmental protection, etc)	g. Education health
13.	Does the company offer scholarships to deserving children of employees?	□YES □NO
14.	Does the company encourage employees giving/volunteering and/or direct involvement in the community by way of any of the following :-imparting skills to local community, blood donation, Secondment, time-off for employees, etc.	□YES □NO



K. GREEN TECHNOLOGY	
1. Does the company have a Green Technology policies and procedures?	□YES □NO
If yes, please state the policies involved a. b. c.	
2. What is the impact of the Green Technology on the company and its business?	
3. Does the company works with Government, associates, etc to have measures taken to expanding the Green Technology to sustain and expand the positive impact to the Comcommunities?	build on existing and/or
What are the active steps taken to increase awareness on the company Green Technoland its business partner?	logy among its employees
5. Describe how resources efficiency was increased and negative environmental impact/fo	potprint was reduced?
6. Describe how costs were reduced and/or business competitiveness was enhanced through Green Technology?	ugh implementation of
7. Describe product and/or technologies innovations implemented and how they promote productions?	more eco-efficient
8. Are such products and or/technologies innovations easily being replicated/adopted by c	others?



L. OCCUPATIONAL SAFETY AND HEALTH POLICIES	
Does the company have a sustainable OSH policy?	☐YES ☐NO
If yes, please state the policies involved	
a	
b	
C	
2. Does the company has a separate department for OSH initiatives?	
3. Does the company produce an annual sustainability/OSH report?	
 4. What proactives steps have been taken to raise the awareness of the compan Employees Shareholders/Stakeholders Suppliers Customers 5. What are the indicators used in monitoring the implementation of policies?	
a	D ZU 13
b	
c. 2013年中小型企業早起	及 成
6. Pease attach a profile of your major safety and health activities/projects/prograting highlighting the partners in the project and impacts on the beneficiaries.	immes, during the last 3 years



Acknowledged by :

NOMINATION FORM 提名表格

	Closing Date: 15 SEPTEMBER 201	
M. DECLARATION		
 (To be completed by the Chief Executive Officer or Managing Director or ended late that the facts stated in this nomination together with the accompany have satisfied the qualifying criteria. I agree to: The publication of the financial figures provided in the nomination upon the Provide company's audited statements and other relevant information as allow the organizers to retain them; Notify the organizer that my Company has been approved for listing on a 31 August 2013; Abide by the requirements of the nomination; Abide by the decisions of the judges which will be deemed final and content. 	request; s accompanied to my nomination and any stock exchange on or before	
Name:	Company Stamp:	
Designation:	_	
Age:	-	
Signature: Date:		
Date.		
CONTACT PERSON FOR VERIFICATION PURPOSES		
Name: Designation: Contact No.: Email:	OGNITION	
NOMINATOR	PD 2013	
Approved Body:	Nominator Stamp:	
Name:		
Designation: Date:	<u></u>	
HOW DID YOUR COMPANY COME TO HEAR ABOUT THE SME RECOGNITION AWARD 2013?		
 ☐ You are a past winner ☐ From the Web Site ☐ From the organizer ☐ From media channel (Please specify) ☐ Others (Please specify) 	pecify)	
FOR OFFICE USE ONLY		
Submission Date:		
☐ Form 24 and 49 ☐ 3 year	00 processing fee ars audited accounts	
Other supporting documents		