

Organised by:



Transformation- *New Era*

2012



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1. BACKGROUND OF SME RECOGNITION AWARDS

SME Recognition Award (SMERA) Series is an annual award programme organised by the SMI Association of Malaysia to recognise and celebrate the outstanding achievements of small and medium enterprises in Malaysia.

Launched in 2002, this Recognition Award programme is into its 11th consecutive year of Awards Presentation. It is well-supported by the leading Malaysian Chambers of Commerce, including the Associated Chinese Chambers of Commerce, the Malay Chambers of Commerce and the Indian Chamber of Commerce. SMI Association of Malaysia represents the aspirations and interests of more than 545,000 small and medium enterprises (SMEs) in Malaysia.

Besides showcasing the achievements of Malaysia's top SMEs, this Award also provides a premium platform to benchmark the service/quality of SMEs, as well as

enhance their intellectual properties and brand image in the global marketplace.



The integrity and quality of the SME Recognition Award is jealously protected by the organisers, supported by a reputable independent auditor whose role is to assess, evaluate and shortlist the potential Award winners for final judging by a top-class Selection Committee comprising leading business personalities and trade officials.

The SME Recognition Award 2012 is aptly theme "Transformation – New Era", reflecting the need for Malaysian SMEs to continuously innovate and add value to their products and services in order to compete effectively in an increasingly competitive global market.

2. BENEFITS OF BEING A SMERA 2012 WINNER

As a SME Recognition Award winner, your company will get to enjoy the following perks and benefits:

- Received the prestigious SME Recognition Award Trophy and Certificate
- Being featured in the SME Award Winners website <http://www.smisme.com> or www.smemalaysia.org
- Be a member of the exclusive SME Achievers Club with great opportunities to network with fellow Award winners (more than 1,000 since 2002) through regular

forums and breakfast gatherings

- Opportunity to be featured in TV series and news paper on SME Achievers
- Opportunity for inclusion in coffee-table book for SME Achievers
- Use of SME Recognition Award logo on your corporate collaterals and advertisements
- Award Winner's Special Celebration package for dinner table, advertisement in souvenir programme, write-up and advertisement in Star special SME Award Congratulations Supplement.



3. THE SELECTION BOARD CHAIRMAN



CHAIRMAN

- Tan Sri Dato' Seri Megat Najmuddin bin Datuk Seri Dr Hj Megat Khas
Chairman & President
Malaysia Institute of Corporate Governance, MICG

4. REQUIREMENTS FOR NOMINATIONS



CLOSING DATE : 15 SEPTEMBER 2012

1. Nominations can be made by completing and returning the nomination form to the SME Recognition Award 2012 Secretariat Office at :

**SME RECOGNITION AWARD 2012
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 : smera2012@gmail.com or enquiry@smisme.com
Website : <http://www.smisme.com>

2. Nominees must select their preferred award category. However, it is the prerogative of the judging panel to place nominee in the category that allows the nominee that best probability of receiving an award.
3. All sections should be completed as much as you can as information provided will form the basis for judging. Please denote N/A where appropriate.

4. Completed forms must be submitted together with :
 - a. Three (3) years audited accounts
 - b. Complete Form 24 and 49 for Malaysian ownership evidence.
 - c. A processing fee of **RM600** payable to "**SMI Association of Malaysia**"
 - d. 1,000 words Executive Summary enclosure in English and Chinese for media coverage and reporting purposes.
 - e. Other relevant supporting documents or information deemed appropriate.
5. For each applicable section, elaborate in not more than 250 words. In addition to the questions below, please attach separate sheets if you have more information or if the space provided is insufficient.
6. All information provided in the nomination form will be treated with full confidentiality.
7. All nominations must be supported by an approved body. An approved body is either a professional body or trade association.

5. EVALUATION CRITERIA

A. BUSINESS AND COMPANY

- History
- Market positioning
- Awards and accolades won
- Unique strengths and unique selling proposition
- Industry
- Milestones and achievements
- Patents/trademarks
- Core business

B. MANAGEMENT PHILOSOPHIES

- Strategies for growth and evolution
- Key management team
- Culture
- New initiatives embarked upon
- Vision and mission

C. PRODUCTS, SERVICES AND MARKETS

- Products and/or services range
- Market size and market share
- Distribution channels
- Brand and design development
- Customer relationship management plans
- Spread and quality of customers
- Overseas and local market ratio
- Market development
- Overseas representation
- Pricing strategy
- Process efficiency

D. OPERATIONS AND TECHNOLOGIES

- Accreditations e.g. ISO
- Research and development
- Adoption of information communication technology
- Quality of documentation e.g. operating procedures manual.

- Innovation
- Human capital development

E. FINANCIAL PERFORMANCE

- Operating profit before and after tax over the past 3 years
- Profit and sales growth
- Exports and local sales ratio
- Return on capital employed
- Profit and sales per employee

F. CORPORATE SOCIAL RESPONSIBILITY

- CSR policy
- A separate department for CSR initiatives
- An annual sustainability / CSR Report / Initiatives / Campaign
- Major CSR projects undertaken
- Indicators used to monitoring the implement of polices

G. GREEN TECHNOLOGY

- Green Policy
- Monitoring / Implementation of policy
- Innovation of products in green / Green products / Green Technology use
- Awareness of green policy/ technology among the employees/partner
- Increase efficiency / reduce environmental impact

In evaluation, weighting will be given to information collected from the application/nomination files received, site visits by the auditors and voting received from the public nominating the SME for the award through media or social network.

6. QUALIFYING CRITERIA

1. Nominees must be a company incorporated in Malaysia.
2. At least 51% owned by Malaysians
3. Not a listed company on any stock exchange
4. Not approved for listing on any stock exchange as at 31 August 2012
5. Not a subsidiary of a public listed company.
6. Involved in any legitimate business with annual gross turnover below RM100 million for the financial year ended 2011.
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 businesses should not be divergently different.
8. Company must be in the business for at least 3 years (except for Rising Star Award).

**For further enquiries, please contact
SME Recognition Award 2012 hotline:**

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

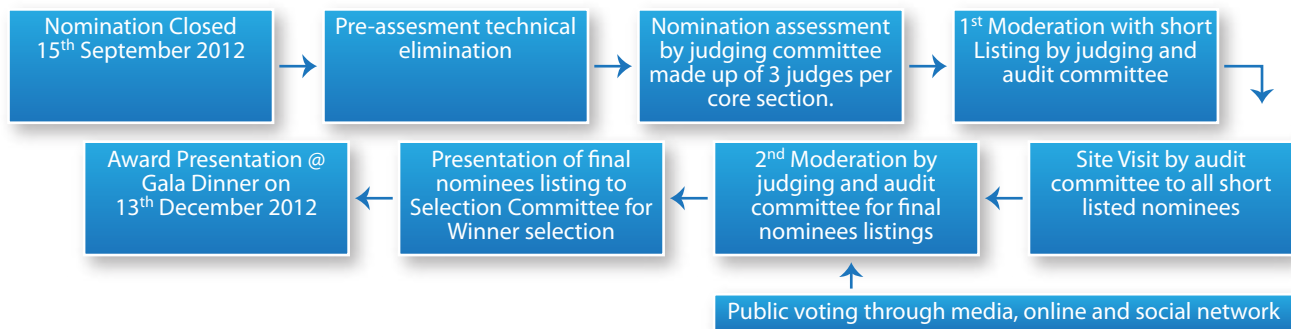
Fax : +603-8024 1737

Email : smera2012@gmail.com or enquiry@smisme.com

Website : <http://www.smisme.com>



7. THE SELECTION PROCESS



8. DEFINITION & SELECTION CRITERIA OF 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 a 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 operations 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 cream-de-la-cream 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. Among the total selected, the most outstanding recipient will awarded the 1Malaysia SME Best Overall Award 2012.
(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. Among the total selected, the most outstanding recipient will awarded the 1Malaysia SME Innovation Excellence Award 2012.
(Nomination Required).

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. Among the total selected, the most outstanding recipient will awarded the 1Malaysia SME Export Excellence Award 2012.
(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. Among the total selected, the most outstanding recipient will awarded the 1Malaysia SME ICT Adoption Award 2012.
(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. Among the total selected, the most outstanding recipient will awarded the 1Malaysia SME Women Entrepreneur Award 2012.
(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. Among the total selected, the most outstanding recipient will awarded the 1Malaysia SME Product Excellence Award 2012.
(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. Among the total selected, the most outstanding recipient will awarded the 1Malaysia SME Service Excellence Award 2012.
(Nomination Required).

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 of instant brand recognition by the general public. Among the total selected, the most outstanding recipient will awarded the 1Malaysia SME Brand Excellence Award 2012.
(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).

DEFINITION & SELECTION CRITERIA OF AWARD

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 2012 and owns at least majority controlling interest of the equity participation of the said Company. Among the total selected, the most outstanding recipient will awarded the 1Malaysia SME Young Entrepreneur Award 2012.
(Nomination is required)

15. SME Social Responsibility Excellence Award

Definition

This award is to salute the organization that contribute to the sustainable development and subscribe to the "Triple Bottom Line" principles. They must not only be seen to be socially responsible within the realm of "Corporate Social Responsibility" (CSR) but they have to integrate the principles and practices of social responsibilities that goes beyond making profit and as such the organization have to practice good governance, fair trade practices, care for environment and observe the labor and human rights of the society.

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. Among the total selected, the most outstanding recipient will awarded the 1Malaysia SME Social Responsibility Excellence Award 2012.
(By invitation or by nomination).

16. SME Green Excellence Award

Definition

This award is bestowed on no-listed SMEs who have effectively integrated Green Technology in their operation and production processes, which will be environmentally friendly and sustainable. In this respect they must promote the use of renewable energy and put into practice the concept of reducing wastage, reusing materials and recycling. They have to provide strong evidence of good production methodology that will not impact on the environment and climate.

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. Among the total selected, the most outstanding recipient will awarded the 1Malaysia SME Green Excellence Award 2012.
(By invitation or by nomination).

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