

BRAND

ICON

TheBrandLaureate
Brand **ICON** Leadership
Awards '11

ICON Inspires...
An Inspiration To Many
THEN, NOW & FOREVER





The BrandLaureate

Transformational Corporate Leader Brand **ICON** Leadership Awards 2011



YBhg Dato' Ng Tieh Chuan
Group CEO
MPH Group (M) Sdn Bhd

Group CEO of MPH Dato' Ng Tieh Chuan has an illustrious career in the publishing sector that stretches for more than 35 years, from being the Founder and Managing Director of Pelanduk Publications to Group CEO of MPH.

His penchant for 'thinking out of the box', love for books, and endless stream of new ideas has led him to develop MPH to be the largest vertically integrated Malaysian entity in the book industry. At the same time, he has played a major role in assisting Malaysian authors to publish and promote their books. This has helped to sustain and create a robust publishing industry in view of the challenges faced by online publishing.



YBhg Dato Koh Yaw Hui
Director and Chief Executive
**Great Eastern Life
Assurance (Malaysia) Berhad**

Under the stewardship of Dato Koh, Great Eastern's brand position as the No.1 Life Assurance brand in Malaysia has been strengthened with numerous innovative initiatives. He spearheaded the market leading solutions of e-Submission in Malaysia, Smart Early Payout CriticalCare as well as strengthening customer engagement. The Brand achieved double digit growth of 15% with RM938 million in Total Weighted New Business Premium and increased its asset size to RM50 billion in the first half of 2011.

He shares The BrandLaureate Brand Icon Leadership Award with all his staff who have strived with him to make life great for its stakeholders.



Madam Rita Benoy Bushon
CEO
**Minority Shareholder
Watchdog Group**

Rita Benoy Bushon is the Chief Executive Officer of Minority Shareholder Watchdog Group (MSWG). She was appointed to this position on 1 January 2009. She is currently in the Ethics Standard Board of MIA and is a member of International Corporate Governance Network (ICGN) Shareholder Responsibilities Committee 2009-2010, Corporate Governance Working Group and The ASEAN Capital Markets Forum Working Group.