

THE NOVA '23



ENTERPRISE ASIA
LINCHPIN
OF ASIA AWARDS

ENTERPRISE ASIA LINCHPIN OF ASIA AWARDS

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ENTERPRISE ASIA
LINCHPIN
OF ASIA AWARDS
— 2023 —

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CHAIRMAN, ENTERPRISE ASIA
TAN SRI DR FONG CHAN ONN

On behalf of Enterprise Asia, we are pleased to welcome you to THE NOVA 2023 in conjunction with the Linchpin of Asia Awards 2023.

THE NOVA 2023 is how we at Enterprise Asia would like to commemorate these guiding stars that drive nations and industries toward the future, those that made a change and set the template for success that others follow. The Linchpin of Asia Awards 2023 gathers these stellar enterprises and entrepreneurs to the most prestigious and exclusive award ceremony ever held by Enterprise Asia.

As advocates of entrepreneurship, we believe that in tandem with the impact and achievements of these corporations, engraving the legacies of these champions for the future are the duties and responsibilities of our company.

For this reason, the official publication of the Linchpin of Asia Awards 2023 has been brought forth to pivot the focal point to understanding what success means to those whose every action is a catalyst for others in their industry.

THE NOVA 2023 is where Enterprise Asia recognizes and honors these embodiments of entrepreneurship at its finest, presenting you with the faces and stories of the corporations and individuals who have made history.



“DON'T WORRY ABOUT BEING SUCCESSFUL BUT WORK TOWARD BEING SIGNIFICANT AND THE SUCCESS WILL NATURALLY FOLLOW.”

- OPRAH WINFREY-

A nova is a phenomenon where a star shines at its utmost brilliance, standing out from the other stars in the vast expanse of the sky. The galaxy is filled with wondrous impossibilities and humanity has long pursued the stars in all forms, calling our most revered embers of societies after this namesake. A maestro of their craft that has paved the way for others is what we shall the Linchpins of Asia.

The Linchpin of Asia title stands as a prestigious recognition, honoring the crème de la crème of companies and business leaders who have achieved unparalleled success and emerged as industry frontrunners within their respective domains. These exceptional organizations and visionary leaders are the vital and indispensable connectors that bring together innovation, expertise, and unwavering dedication to drive progress and catalyze growth across diverse industries.

The Nova 2023 serves to immortalize these Linchpins. Within its pages, this publication tells the remarkable stories of the most elite industry leaders, showcasing their extraordinary achievements and the transformative impact they have made on their respective industries. **The Nova 2023** is not just a celebration of success; it is an inspiring testament to the resilience, creativity, and perseverance of those who dared to pursue greatness. It serves as a beacon of inspiration that guides companies and business leaders toward achieving new heights of excellence.



The inaugural and prestigious Enterprise Asia Linchpin of Asia Awards is a premier recognition program dedicated to honoring only the most excellent and elite industry leaders and enterprises exclusively selected across Asia. The award honors the best business leaders and enterprises in Asia who have triumphed in the ever-changing waters of business, forging success at the peak of their respective industries.

ABOUT ENTERPRISE ASIA

A NON-GOVERNMENTAL ORGANIZATION

Enterprise Asia is a leading non-governmental organization in pursuit of entrepreneurship development, and the promotion of equal opportunities for entrepreneurs and enterprises across the region. The organization is supported by a panel of prominent industry and government leaders who truly believe in the mission of championing entrepreneurship in Asia.

VISION

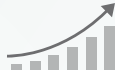
To create an Asia that is rich in entrepreneurship as an engine towards economic and social development that is both progressive and sustainable within a world of economic equality by Encouraging Entrepreneurship, Embracing Diversity, Promoting Excellence, and Practicing Integrity.



2006
Since



> 2000 Members



>15
Annual regional programs

DEMOCRATIZING ENTREPRENEURSHIP (DE)



The Forum serves as an open platform for thought leaders and C-level executives to unite and shape regional initiatives to improve the well-being of communities.

www.economicforum.asia



ASIA PACIFIC ENTERPRISE AWARDS

The Awards aims to recognize entrepreneurial and corporate excellence, hence spurring greater innovation, fair practices and growth in entrepreneurship.

www.afea.asia



ENTERPRISE ASIA LINCHPIN OF ASIA AWARDS

The Awards honors the best business leaders and enterprises in Asia who have triumphed in the ever-changing waters of business, forging success at the peak of their respective industries.

www.afea.asia/linchpinofasiaawards

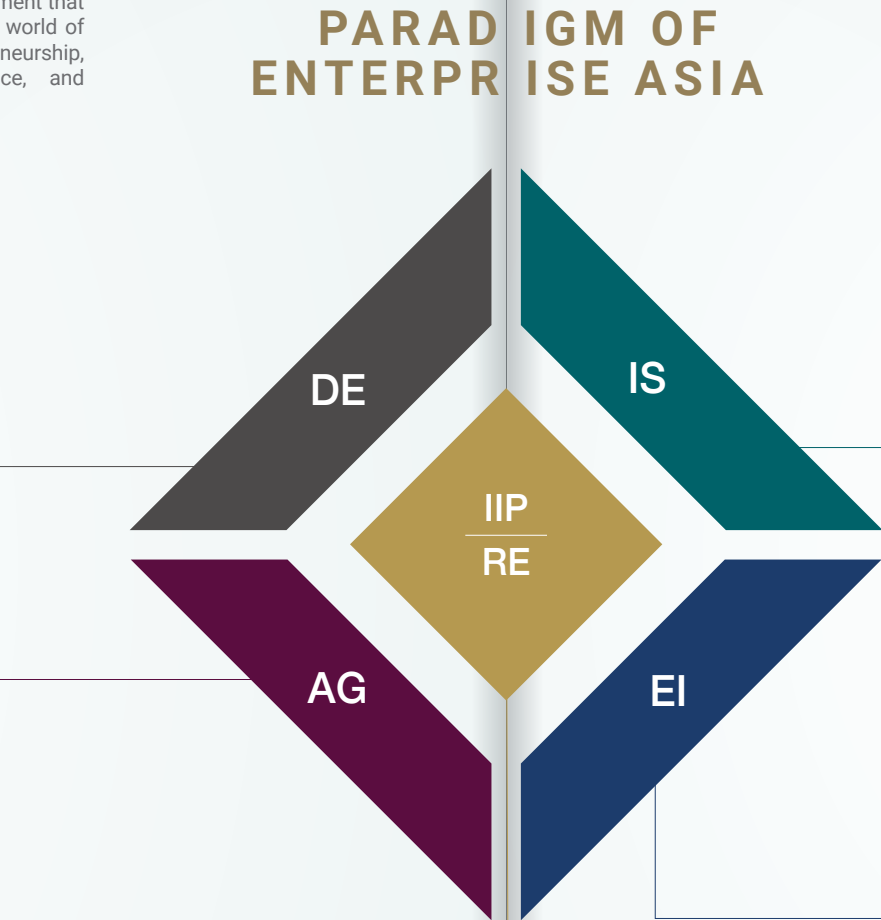
ACCELERATING GROWTH (AG)



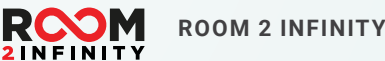
ENTERPRISE ASIA CENTER FOR ENTREPRENEURSHIP

To accelerate the growth of entrepreneurs in Malaysia and across Asia through evidence-based industry best practices, curation of transferrable framework for shared values practices, and aggregation of innovation and innovative practices.

www.enterpriseasia.org/programmes/eacfe



INVESTMENT IN PEOPLE (IIP), RESPONSIBLE ENTREPRENEURSHIP (RE)



An entrepreneurial sharing session to educate business and concurrently empower youths on thought-provoking topics, promoting entrepreneurship in the process.



FUTURE ENTERPRISE

An integral thought leadership and inspirational sharing by business leaders and entrepreneurs on strategies and experiences in addressing increasingly challenging business landscape across Asia.



CHILDFUND ASIA

Proceeds of Childfund Asia are channelled towards programs that support and promote children's rights.



1 MILLION BIKES, 1 MILLION LIGHTS

This project aims to ease the commuting journey to school for children living in rural and impoverished parts of Asia, by providing each of them with a bicycle.

INSTITUTIONALIZING SUSTAINABILITY (IS)



INTERNATIONAL CSR & SUSTAINABILITY SUMMIT

The Summit aims to gather the world's top CSR experts and practitioners to engage in the most stirring conversations in CSR today, while providing a platform for attendees to strengthen ties and identify opportunities to shape Asia towards a more sustainable and progressive market.

www.enterpriseasia.org/area/ics



>70%
Senior Level Executives (CEOs, VPs, CSOs, Brand Managers, etc.)



>20
Industries



>400
International Delegates



CARBON CHAMPION

An independent, third-party endorsement and authentication of low carbon and decarbonization efforts of organizations globally.

www.carbonchampion.org



ASIA RESPONSIBLE ENTERPRISE AWARDS

The Awards aims to recognize and honor deserving Asian businesses for championing sustainable and responsible business practices.

www.enterpriseasia.org/area



>19
Countries & Markets



8
Award Categories



>800
Winners (since 2011)

EMPOWERING INNOVATION (EI)



INTERNATIONAL INNOVATION SUMMIT

The Summit provides a global platform power-packed with latest innovation insights and networking opportunities for an elite community of C-level executives, entrepreneurs, and thought-leaders who are charged with driving innovation and growth in their respective organizations.

www.innosummit.org



>80%
Senior Level Executives (CIOs, Founders, Head of Strategy, etc.)



>16
Industries



>400
International Delegates



22
Countries & Markets



>16
Industries



>300
Winners (since 2017)



INTERNATIONAL INNOVATION AWARDS

The Awards recognizes outstanding innovations in the categories of Product, Service and Solution, and Organization and Culture with the goal to encourage organizations to continue investing in innovation.

www.innovationaward.org



INNOMARK

A stringent international innovation certification that certifies outstanding innovations through a proprietary 8D benchmark.

www.innomark.org

INTERNATIONAL ADVISORY BOARD



**TAN SRI DATUK SERI
DR FONG CHAN ONN**

Former Minister of Human
Resources of Malaysia

Chairman of Enterprise Asia

Tan Sri Datuk Seri Dr Fong Chan Onn served as the Minister of Human Resources of Malaysia from December 1999 to March 2008. Prior to that, he was the Deputy Minister of Education from October 1990 till December 1999. He is also the deputy chairman of University Tunku Abdul Rahman's Council and was chairman of Star Publications (Malaysia) Berhad and of Sustainable Energy Development Authority (SEDA Malaysia).

Dr Fong is a senior member of the Malaysian Chinese Association (MCA) – the second largest party “Barisan Nasional” coalition in Malaysia. He served as the head of the Party's Economic Bureau until October 2008 during which he led the Party's team in presenting its views, proposals and recommendations to various national economic programs, including the first, second and third National Economic Consultative Council, the various national development plans and the yearly National Budget.

Dr Fong has also written several books and published numerous articles in international journals or chapters in books. He holds a PhD in Operations Research/Industrial Economics and Masters in Business Administration from University of Rochester, New York and a First Class bachelor's degree in Electrical Engineering from the University of Canterbury, New Zealand.



RICHARD TSANG

Chairman of Strategic Public Relations
Group (SPRG); Former Chairman of Public
Relations Organisation International
(PROI Worldwide)

President of Enterprise Asia

Richard Tsang is a respected entrepreneur, successful business person and trusted professional with interests in various sectors. He holds over 80 board, committee and advisory positions in more than 40 government, business, religious, education, and non-governmental organizations.

In his commitment to advancing the public relations industry, Richard founded Strategic Public Relations Group in 1995, which, through his chairmanship has become a leading public relations network in the Asia-Pacific region and the largest public relations consultancy in Hong Kong. His contributions to the industry have received international recognition, as reflected by his selection to serve as Global Chairman of PROI Worldwide in 2016 – the world's largest and leading partnership of independent integrated communications agencies, thus becoming the first Asian to hold such a position since the organisation was founded in 1970. Richard has also been named one of the most influential persons in the global PR industry on multiple occasions. Owing to his valuable experience and industry insights, he is frequently invited to speak at forums around the world.

A philanthropist at heart, Richard founded an NGO in late 2014, linking different parties including corporations, charities and volunteers together to serve underprivileged communities in Hong Kong.



**TUAN YANG TERUTAMA
TUN DATO' SERI UTAMA
AHMAD FUZI BIN
HAJI ABDUL RAZAK**

Head of Penang State, Malaysia;
Secretary General of World Islamic
Economic Forum Foundation

Advisor to Enterprise Asia

Tuan Yang Terutama Tun Dato' Seri Utama Ahmad Fuzi Bin Haji Abdul Razak presently is the Penang's 8th Yang di-Pertua Negeri in Malaysia. He is also the Secretary General of the World Islamic Economic Forum and a founding advisor of Enterprise Asia. He has previously served as the Chairman of Amanahraya-Reit Managers Sdn Bhd (ARREIT) and has sat on the board of numerous public-listed companies in Malaysia, including Maybank Islamic Bank.

He was previously the Secretary General of the Ministry of Foreign Affairs Malaysia. He was serving at the Malaysian missions abroad in Moscow, the Hague, Canberra, Washington and Shaka. Also, as the Secretary General, he played a prominent role in organizing the Non-Aligned Movement (NAM) Summit in 2003. In addition, he had served as the Director General, Institute of Diplomacy and Foreign Relations Malaysia; Ambassador-at-Large; Malaysia's Representative to the ASEAN High Level Task Force (HLTF) on the Drafting of the ASEAN Charter and Malaysia's Representative to the High Level Panel (HLP) on the Drafting of the Terms of Reference of the ASEAN Human Rights Body.

A philanthropist at heart, Richard founded an NGO in late 2014, linking different parties including corporations, charities and volunteers together to serve underprivileged communities in Hong Kong.



GWENDOLYN GARCIA

Governor of Cebu Province, Philippines;
Former Deputy Speaker of the House of
Representatives of the Philippines

Advisor to Enterprise Asia

Gwendolyn Garcia is the incumbent governor of Cebu Province. She was the deputy speaker of the 17th Congress, the first woman representative of the 3rd District of Cebu since 2013 and the governor of the province from 2004 to 2013.

As Governor, she has driven Cebu to international recognition, reinvented government by professionalizing the delivery of public services, and led the province to unprecedented growth. Gwendolyn Garcia aggressively pursued a 12-point agenda for her administration, implementing economically viable development programs that effectively responded to the needs of the Cebuano constituency - in infrastructure, water, power, health, education, agriculture and food production, women and children, business, tourism and the environment. She also made sustainable tourism a priority, and steered Cebu to become the premier tourism destination in the country and the region. She was the first and only Governor to publicly declare an all-out war against communist insurgency, resulting in the declaration of Cebu as an insurgency-free zone. Aside from that, she has also filed bills to protect women from exploitation from foreign nationals.

Through the programmes that Gwendolyn Garcia implemented during her term as Governor, she has steered Cebu to unprecedented heights of progress and development, rightfully claiming its place as the Philippines' premier province.



DR EUGENE CHIEN

Ambassador-at-Large of Republic
of China, Taiwan; Former Minister
of Foreign Affairs and Minister of
Environment of Taiwan

Advisor to Enterprise Asia

Dr Eugene Chien was the Former Minister of Foreign Affairs and Minister of Environment of Taiwan. He received his B.Sc in mechanical engineering from National Taiwan University and a Ph.D. in aeronautics and astronautics from New York University, and in 1978, he served as the Dean at the College of Engineering, Tamkang University.

Dr Chien was elected twice as a legislator in Taipei City. In 1987, he became the first Minister of the Environmental Protection Administration under Chiang Ching-kuo's presidency. In 1991, during Lee Teng-hui's presidency, he was appointed as the Minister of Transportation and Communications, Representative of Taipei Representative Office in the UK, and Senior Advisor of National Security Council. During President Chen Shui-bian's time, he served as the Deputy Secretary General of the Office of the President and subsequently as the Foreign Minister.

In 2007, Dr Chien founded the Taiwan Institute for Sustainable Energy (TAISE), raising public awareness on climate change. Since 2008, TAISE has hosted the “Taiwan Corporate Sustainability Awards (TCSA)”. TCSA is now recognised as the most prestigious corporate sustainability award in Taiwan. Dr Chien has been serving as Chairman of the Telecommunications & Intelligent Transportation Technology Development Foundation since 2013 and is currently the Ambassador-at-large of Republic of China, Taiwan.



**DATUK SERI
DR VICTOR WEE**

Former Chairman of Tourism
Malaysia

Advisor to Enterprise Asia

Datuk Seri Dr Victor Wee was the Chairman of Tourism Malaysia, the government agency charged to promote Malaysia's tourism industry. He was previously the Secretary General of the Ministry of Tourism, Malaysia, the Program Chairman of the United Nations World Tourism Organization (UNWTO) and Advisor to the Ministry of Finance.

Dr Wee obtained his undergraduate degree in Economics from the University of Malaya, Master of Arts from Brown University, U.S.A. and Ph.D. in Economics from Bristol University, United Kingdom. Dr Wee had also participated in training at the East West Center in Hawaii, Institute of Manpower Studies at the University of Sussex, and Harvard University. He was also the Senior Director of Macroeconomics of the Economic Planning Unit, Prime Minister's Department, where he was instrumental in formulating Malaysia's macroeconomic policy framework.

As a member of the World Bank, he helped review the planning and implementation methodology of Saudi Arabia in 2003 and assisted in a UNDP mission on the formulation of Saudi Arabia's long-term economic strategy in 2004. During the Asian Financial crisis, he served as the Deputy Head of the National Economic Action Council (NEAC) Secretariat, where he was involved in the drafting of the National Economic Recovery Plan, which was used as the blueprint for Malaysia's efforts to bring about recovery from the crisis.



**LT. GEN.
SUDHIR SHARMA**

Ex-Quarter Master General
Indian Army

Advisor to Enterprise Asia

Lt. Gen. Sudhir Sharma retired from the Indian Army in the year 2008, after four decades of an illustrious and brilliant career of selfless service to the nation. During his career he has seen active service in India and other countries and has held very critical and challenging appointments in higher echelons of defense management, including a diplomatic assignment in London as the Defense Attaché of India. He commanded the largest operational force in the world and led the logistics and administration of the 1.3 million strong Indian Army in his last assignment before retirement.

Gen Sharma, an acknowledged expert relating to national security and anti terrorism matters is very highly regarded in the defense arena, wherein his exemplary leadership and astute strategic thinking has earned him many prestigious awards and commendations, including one for gallantry. He has been felicitated with awards by the Presidents of India on two occasions for his leadership and devotion to the country.

The General holds a masters degree, as also an M Phil in Defense and International Security and often lectures on leadership and national security at various forums. A strong votary of sustainable and responsible development he has developed expertise in areas of environment, renewable energy and ecology. Gen Sharma now writes on national strategy and security issues and lectures business leaders on decision making, motivation and positivity. He is deeply committed and passionate about entrepreneurship and has helped and guided many start up companies to realize their potential.



**DR SHAIKHA
AL MASKARI**

Chairperson of Al Maskari Holding

Advisor to Enterprise Asia

Dr. Shaikha Al Maskari joined her family's petroleum company in 1989, one of the oldest Arab Gulf's privately owned oil and gas companies, established by her mother in 1958. The establishment mastered the full scope of oil and gas services for both down-stream and up-stream. Upon her gaining control of the reins, she effected two major organizational restructurings.

In 2008, empowered by young Al Maskari technocrats teaming with their “family” of international experts, Al Maskari Holding (AMH) was set up, as the umbrella organisation for Al Maskari family companies and assets world wide, engaged in oil, gas, renewables, mining, healthcare, security, public safety, private equity, facilities management, food services, security and HR Services. Dr. Shaikha has been wholeheartedly involved in many aspects of service for her country along with the establishing of many charities, both regionally and across the world. She is currently also the chairperson of a comprehensive list of successful companies.

Dr. Shaikha Al Maskari studied for a BA at the University of London, MA and PhD (Prog/ geology) at Indiana University and trained in geophysics with the US Geological Survey. Shaikha has never hesitated to walk away from lucrative but tainted deals. She deems good governance “empirical in business operations and management and a spiritual duty, elaborating that “No creed commends fraudulent pursuit of wealth”.

INTEGRITY matters. EXCELLENCE counts.



ENTREPRENEUR CATEGORY

Dr. Ricky Szeto

Chief Executive Officer And Executive Director
Hung Fook Tong Group Holdings Limited

Lam Kim Vee

CEO of Industrial Parks
VSIP GROUP



These are the two journalism pillars on which
BusinessWorld stood for the past 35 years
and still stands today.

BusinessWorld





Dr. Ricky Szeto

Chief Executive Officer & Executive Director
Hung Fook Tong Group Holdings Limited
Food & Beverage Industry



"As the mountain does not move, so the person moves by himself."

- if one is faced with a challenge or obstacle, it is up to the individual to take action and make a change, rather than waiting for external circumstances to change.

Information about the Entrepreneur

Meet Dr. Ricky Szeto, the CEO and Executive Director of Hung Fook Tong Group Holdings Limited (Hung Fook Tong). The company is the largest herbal retailer in Hong Kong with a network of 120 stores and a diverse range of herbal food products.

No success story is without its share of struggles, and Dr. Szeto's journey was no exception. While he was working at a bank, the Asian financial crisis of 1997 hit him hard, leaving him in the red with a staggering debt. But he didn't crumble and joined Hung Fook Tong in 1999, utilizing his business acumen to reform the company from a local herbal tea shop to a modern corporation.

Dr. Szeto also has a passion for sharing his knowledge, exemplified by his 15-year tenure as an associate professor in the Department of Business Administration at Hong Kong Shue Yan University. He also teaches at the Hong Kong Polytechnic University as a Professor of Practice (Finance) in the School of Accounting and Finance. He wants others to learn from his story and live with perseverance and a never-say-die attitude.

Other Interesting Facts about the Entrepreneur

A charitable sports event that Dr. Szeto has regularly participated in for over 10 years is the "Oxfam Trailwalker", an iconic Hong Kong 100km trail race. It's clear that Dr. Szeto practices what he preaches in all aspects of his life - there are no shortcuts to success, rewards come from a lifetime of experience and effort.

Dr. Szeto's faith is a fundamental part of his life, and he is a committed Christian. He earned a master's degree in Theology in 2010 and is now pursuing a doctorate in Theology. He is glad to share the values of his faith, whether, in the context of business or spirituality.

Company Achievements and Role of the Entrepreneur

As the CEO, Dr. Szeto is responsible for overseeing the day-to-day operations of the company, providing the Board of Directors with innovative strategies, and making crucial corporate and operational decisions. For his past 24 years of

effort, Hung Fook Tong became the first publicly-listed herbal tea enterprise in Hong Kong, staffing over 900 employees across Hong Kong SAR and Mainland China.

Dr. Szeto and his team revolutionized traditional herbal tea with new flavors and bottled tea packages which were marketed with a "homely" image. The new perception of healthy and tasty herbal teas is now widely welcomed by young people in their daily lives.

Another signification milestone was the opening of shops at Mass Transit Railway (MTR) stations. The company's pre-packaged healthy products are a perfect match for the needs of modern and busy families who commute via MTR daily. This strategy has proven to be successful - Hung Fook Tong shops can now be found at more than 60% of MTR stations in Hong Kong, making the brand easily accessible and popular among the public.

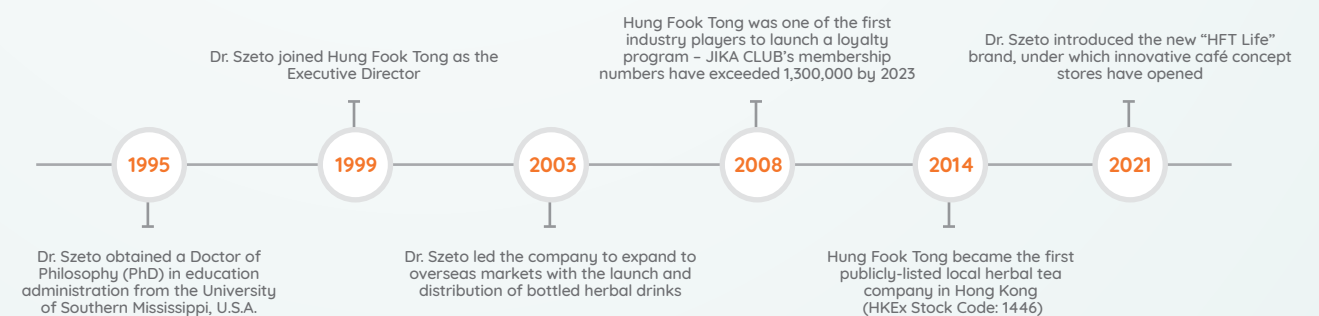
Currently, Hung Fook Tong is the largest player in the Chinese herbal retail market in Hong Kong, with the aforementioned 120 stores and a product portfolio that now includes an impressive range of 200+ diverse products. Hung Fook Tong's bottled beverage products are available in Hong Kong SAR, Mainland China, the United States, Canada, Australia, the United Kingdom, Malaysia, and other markets.

Vision, Mission, & Future Plans

Dr. Szeto envisions building a brand that will inspire people to live healthier and happier lives. With the recent growing awareness of health and wellness, Hung Fook Tong will continue to promote the health benefits of Chinese herbal food culture with its high-quality food and beverage products.

Dr. Szeto and the management team work hard for sustainable and ethical business practices, covering environmental aspects such as waste and carbon reduction. The company supports social causes and initiatives in local communities and the workplace, and promotes the concept of sustainability throughout its entire supply chain. Under Dr. Szeto's leadership, Hung Fook Tong will continue to thrive, guided by his philosophies and principles.

Entrepreneur's Milestones





Hung Fook Tong Group Holdings Limited
HKEX Stock Code : 1446



A Wide Array of
Herbal Products



Drinks Distribution in
Mainland China and Overseas



JIKA
自家 ON!



120 Retail Shops in Hong Kong

Since 1986



**The Leading Chinese Herbal Healthy Food
and Beverage Enterprise in Hong Kong**

www.hungfooktong.com



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AWARDS®
2023



INTERNATIONAL
INNOVATION
SUMMIT
2023



INNOMARK®

SPEARHEADING THE
**INNOVATION
REVOLUTION**
1 DECEMBER 2023 | #INNOVATIONREV



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"The Leading Integrated Township and Industrial Developer in Vietnam".

Information about the Entrepreneur

Lam Kim Vee, known to many as Mr. Benjamin Lam, is a highly experienced and versatile Singaporean executive with deep knowledge of real estate operations in emerging markets. He joined VSIP Group 16 years ago and has held many senior leadership roles with VSIP Group across the whole of Vietnam. Cultural understanding of South-Central-North Vietnam is an essential value that sets Mr. Benjamin Lam apart and this turned him into an integral asset to VSIP Group for nearly two decades.

"The pessimist complains about the wind. The optimist expects it to change. The leader adjusts the sails". This phrase in leadership rings true for a natural-born leader like Mr. Benjamin Lam. With a challenging but rewarding career of over 16 years in VSIP Group, he is no stranger to the life of discipline, smart work, and dedication to perfecting his career.

Leaders are few and far between, with many opting for the easy way out. Becoming a leader takes the combined strength of willpower, character, and a strong support system and Mr. Benjamin Lam is a leader with all three. He is backed by his family that has never failed to understand his devotion to his work.

Other Interesting Facts about the Entrepreneur

Being a fan of Liverpool FC, Mr. Benjamin Lam's leadership philosophy is also the team's famous slogan "Red Brigade" – "You'll never walk alone". This is a simple sentence that he emphasizes to not only his colleagues but also his business partners. To him, the phrase reflects the commitment of a leader who always walks his talk.

To him, leadership is not about being the best. It is about making everyone else better. One needs to inspire greatness in others. Being a good and respectful leader is not about one's power but one's ability to empower others.

Making constant decisions is part and parcel of a leader. Good decisions come from experience. Experience comes from bad decisions. Everyone learns from their mistakes and moves on.

Mr. Benjamin Lam finds his drive and inspiration in the wise words of the late Singaporean Founding Father, Mr. Lee Kuan Yew which are "When the forces are in your favor, use it! Take the wind and sail with it! If it is against you, bring your sails down and wait for the wind to pass."

Company Achievements and Role of the Entrepreneur

Looking back on his 16-year journey with VSIP Group, Mr. Benjamin Lam appreciates having the chance to do something different, create something completely from scratch, and bring added value to the company he works for and the people he works with.

His first mission started in Southern Vietnam with the rebranding of the group's customer services. He left when a new high milestone for customer satisfaction rating was hit and remained stable. His next task was setting up VSIP Quang Ngai – the very first expansion project of VSIP Group into Vietnam's Central market in 2012. The project used to be regarded as unfeasible due to its location in the middle of nowhere with daunting challenges in terms of manpower and material resources. The journey continued in Northern Vietnam in 2014 when the Group's portfolio in the North faced tough challenges and competition that needed comprehensive innovation and transformation. Growing projects successfully from scratch brings a sense of fulfillment and belonging at work.





Becoming the first, and so far, the only Singaporean in the whole VSIP Group to work in three regions of Vietnam is another thing Mr. Benjamin Lam cherishes in his career. A thorough understanding of local culture with a wide range of networks lays the solid foundation for his current position as CEO of all Industrial Parks projects under VSIP Group.

Vision, Mission, & Future Plans

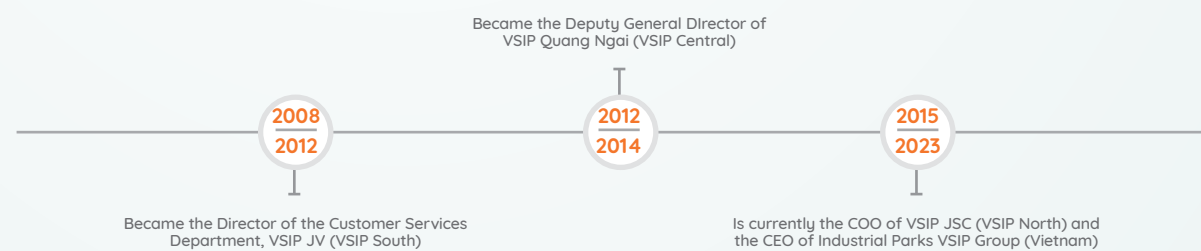
As a last nugget of wisdom that Mr. Benjamin Lam wishes to share, many might not understand it, but you have to raise warriors, not parasites. "Hard times create strong men. Strong men create easy times. Easy times create weak men. Weak men create difficult times".



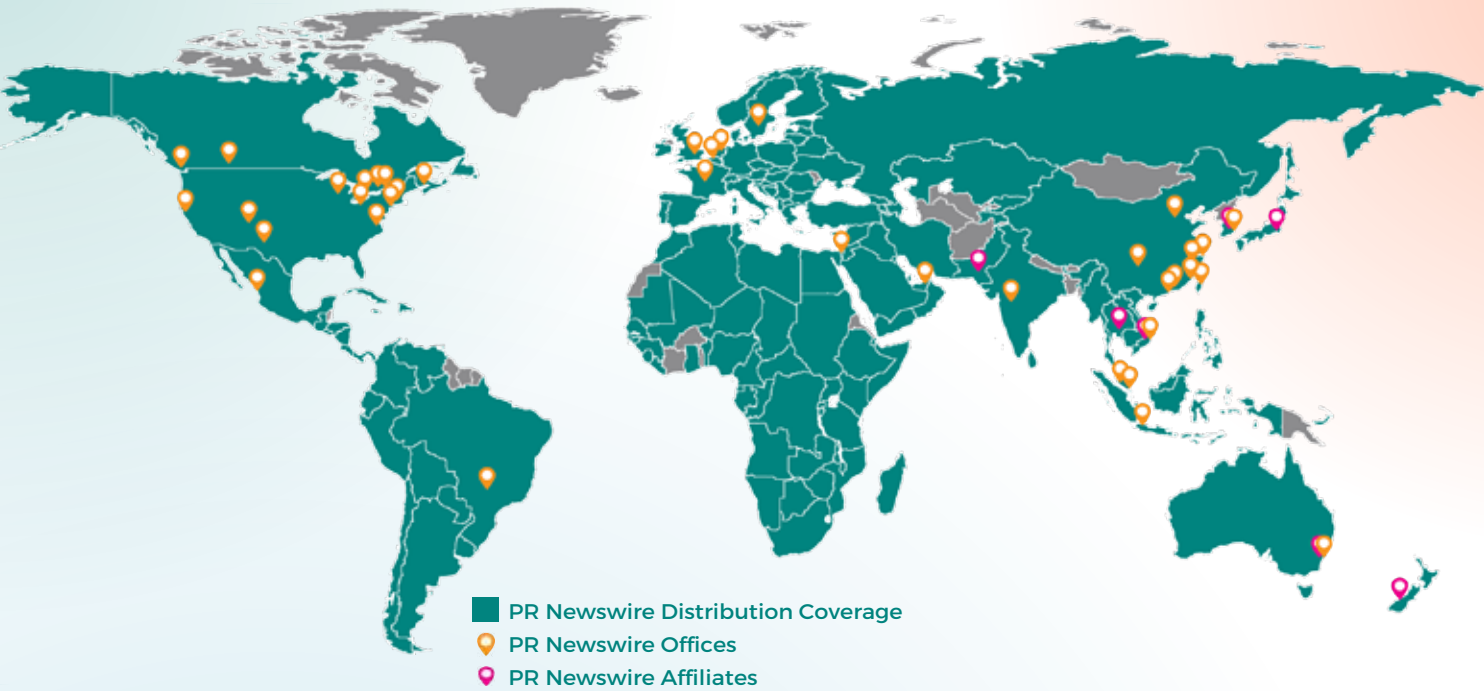
**GOOD TIMES
BUILD CONFIDENT
BAD TIMES
BUILD CHARACTER**

Mr. Lam Kim Vee
CEO of Industrial Parks, VSIP Group

Entrepreneur's Milestones



We Tell Your Story to the World



ACHIEVE YOUR COMMUNICATION GOALS

with PR Newswire, the industry's best press release distribution network

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Countries

40+
Languages

300k+
Media
Outlets

850k+
Pitchable
Contacts



ENTERPRISE ASIA
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CORPORATE CATEGORY

- Bloomberry Resorts Corporation
- Crown Machinery Company Limited
- Excellence Optoelectronics Inc.
- Government Savings Bank
- OrbusNeich Medical Group Holdings Limited
- Pepsi-Cola Products Philippines, Inc.
- Siam Piwat
- Tam Jai International Co. Limited
- UHS Essential Health Philippines Inc.



“The Philippines’ leading integrated resort developer and operator.”

Information about the Company

Bloomberry Resorts Corporation (Bloomberry) is a public company listed on the Philippine Stock Exchange with a market capitalization of PHP121 billion (USD2.2 billion) as of June 30, 2023. Bloomberry develops and operates destination resorts featuring premium accommodations, gaming, and entertainment amenities as well as award-winning restaurants and bars. The company’s principal shareholder is Mr. Enrique K. Razon Jr., one of the Philippines’ leading industrialists and most prominent businessmen.

The company’s flagship property, Solaire Resort Entertainment City (Solairé), is an integrated resort in Manila, Philippines worth USD1.2 billion, it is also the first to open in PAGCOR’s Entertainment City.

Bloomberry’s mission is to deliver exceptional experiences in a harmonious environment where everyone feels at home. Solairé’s success has resulted in valuable investments and career opportunities, establishing the Philippines as a premier tourist destination. The company’s vision is for Solairé to become the most globally preferred Filipino-owned luxury brand in the integrated resort industry.

Bloomberry’s core values revolve around developing focused, honest, respectful, and committed staff that values teamwork as the primary means to achieve shared goals.

Innovative Corporate Culture & Growth Initiatives

As the company’s goal is to deliver first-class services and experiences to guests, the development of an enthusiastic workforce is necessary. To achieve this, Bloomberry ensures workforce diversity by implementing a hiring process that is wholly based on skill set. Bloomberry is an equal-opportunity employer and does not discriminate against gender,

religious faith, or physical disability. The company ensures fair compensation and benefits, while wage levels that are set above the statutory minimum wage, even for entry-level positions. Bloomberry ensures that no team member, regardless of position, is discriminated against in terms of compensation and benefits based on their gender. The ratio of basic salary and remuneration of women to men is 1.2:1.

Bloomberry also works to sharpen the skills and competencies of its team members as the quality of their work is essential to providing the consistently excellent service that Solairé is known for. The company is therefore committed to ensuring employee growth by extending professional development opportunities through internal and external training. On average, each team member gets around 26 hours of training per year.

The company’s corporate culture encourages team members to interact openly and constructively with one another. All team members are free to discuss suggestions or complaints with immediate supervisors who are also required to quickly resolve staff grievances and issues. In tandem with these practices, Solairé also hosts internal engagement and training-oriented TV shows for team members and annual employee awards to recognize outstanding team members.

Besides that, the company ensures its team member health and safety. Bloomberry has an Operational Health and Safety Policy that covers all team members regardless of their role. It contains directives on various health and safety topics including Covid-19 protocols, incident reporting, and training.

Bloomberry also contributes to society through the Bloomberry Cultural Foundation Inc. (BCFI) and the Solairé Cares program. The BCFI focuses on providing financial aid to various socio-civic causes while the Solairé Cares program generally reaches out to local communities by providing relief goods and hosting employee outreach programs.





Achievements & Impact

As the global economy progresses past the Covid-19 pandemic, Bloomberry experienced a strong recovery in revenues and profits.

The company's consolidated net revenue increased by 77% year-over-year to PHP39.0 billion, while its net income reversed from a loss of PHP4.3 billion in 2021 to a profit of PHP5.1 billion. By the end of 2022, revenue and profit were already 84% and 50% respectively of pre-pandemic 2019 levels.

This recovery was mainly powered by a robust domestic market as Filipino locals, South Koreans, and Chinese customers flocked back into Solaire's casino, hotel rooms, restaurants, and retail areas. The recovery in revenues also brought an increase in gaming taxes paid to the regulator PAGCOR, which in turn pays out 50% of its earnings to the Philippine government to fund its various socio-civic projects. In 2022, the gaming taxes paid reached PHP10.5 billion, higher by 81% year-over-year.

To make an impact on society, Bloomberry aims to attain sustainable growth by focusing on five key pillars that are greatly intertwined: Creating Value for Society, Valuing Customers, Enthusiastic Workforce, Protecting the Environment, and Good Governance. Bloomberry has a number of initiatives and programs under each pillar.

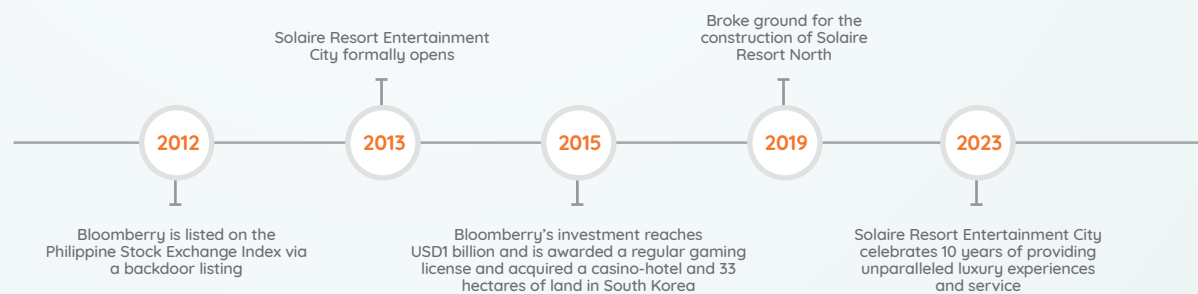
Future Direction

Bloomberry continues to look to the future with plans for at least two more integrated resorts in the Philippines. In its sights are Solaire Resort North in the heart of Quezon City CBD and a future development on 280 hectares of land in the Cavite province.

Solaire Resort North, set to open in the first quarter of 2023, will have a world-class casino, over 500 hotel rooms, 12 restaurants, spacious event areas, and a luxury retail arcade. The opening of Solaire Resort North will cement Bloomberry's position as the most dominant integrated resort developer and operator in the Philippines.

Besides that, the land acquired in the Cavite province will be developed well after Solaire Resort North is completed and ramped-up. It is envisioned to feature a casino, hotel, golf course, commercial, residential, and mixed-use developments.

Company Milestones



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**“With integrity, earnestness, innovation, and service,
we will bring the enterprise to the next level!”**

Information about the Company

Crown Machinery Company Limited (Crown Machinery) is a professional machinery manufacturer located in Taiwan. Equipped with high-quality design and manufacturing teams, it has the ability to provide up-to-date market analysis and comprehensive plant planning tailored to the needs of its customers. Established in 1992, Crown Machinery initially focused on turnkey designs for the PU & PVC synthetic and artificial leather industries. Throughout the years, it has been consistently focused on the development and innovation of process machinery that does coating, drying, and lamination.

With 30 years of experience, customer-oriented manufacturing capability, and excellent after-sales service, Crown Machinery is well-regarded by major multinational companies. The equipment produced by Crown Machinery has been successfully marketed to over 30 countries in Europe, America, Asia, and the Middle East, serving over 280 domestic and foreign customers. Having a global mindset, it strives to provide monitoring and maintenance services with zero time difference to customers around the world.

Innovative Corporate Culture & Growth Initiatives

Crown Machinery and its president, Mr. Chia-Yu Chuang, are proud to contribute to numerous charities and events. The company annually donates to scholarships and rural after-school care programs which focus on disadvantaged students.

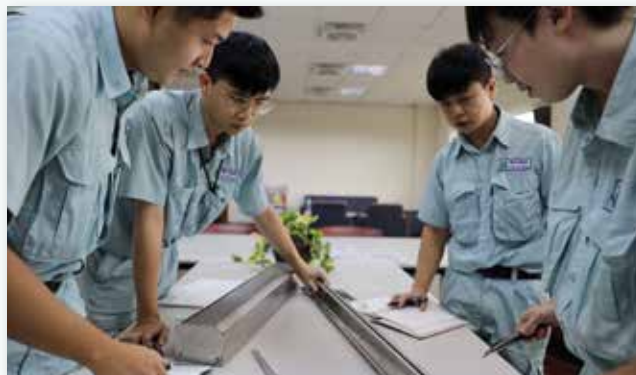
Employees of Crown Machinery are offered a competitive salary and comprehensive benefits. The company assists employees in their career development and strives to enhance company retention. This includes a well-established master-apprentice system and specialization training program. The program is led by experienced senior colleagues who serve as mentors and pass on their indispensable knowledge.

Achievements & Impact

Crown Machinery has teams that provide high-quality design and manufacturing services. The company proudly stands by its ability to provide up-to-date market analysis and comprehensive, customer-tailored plant planning. Its 30 years of in-depth experience, manufacturing capabilities, customer service, and after-sales support is renowned by many major international companies.

Since its establishment in 1992, Crown Machinery has adhered to the mission of creating a learning-oriented enterprise, maintaining a sustainable business, working for the benefit of mankind, and making Earth a better place. Even with its in-demand of processing machinery, Crown Machinery works hard to maintain strong customer relationships. It takes pride in the fact that it can provide service on a global level. This includes its ability to remotely monitor and provide global technical maintenance services 24 hours a day, building upon its status as a leader in the industry.





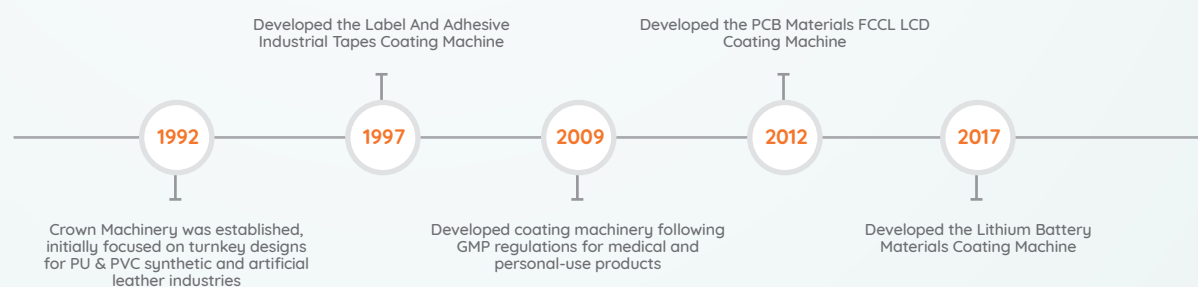
Future Direction

Crown Machinery assists its customers in developing an efficient production process and maintains support until a reliable operating system is put in place. The company's objective is to maintain its excellent customer care by providing excellent service throughout the entire life cycle of the machinery.

Crown Machinery will continue to expand to new markets according to market demand and strengthen its research and development capabilities. To cater to its clients' needs, research and development will be invested in various types of machinery that are used in producing tape and packing material, personal hygiene and medical equipment, textiles and leather, automotive and aerospace materials, construction materials, optical film, etc.

Adhering to the corporation's core value of pursuing "energy savings and carbon reduction", Crown Machinery takes its responsibility to future generations seriously. It uses energy and materials sparingly, preventing the harmful effects of its production methods on the environment. For Crown Machinery, a sustainable business includes an efficient manufacturing process and the development of resource-saving products; this philosophy also leads the company to long-term economic success.

Company Milestones



Coating Drying Laminating



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“Continuous innovation for better human being life and social welfare is the goal and value of EOI.”

Information about the Company

Excellence Optoelectronics Inc. (EOI) is a high technology-oriented company established in Hsinchu Science Park Taiwan in 1995. As an IATF-16949 certified enterprise, EOI guarantees that its products are of high quality and high performance. With strong capabilities in optical, mechanical, and electrical designs with precision measurements, EOI supplies high-efficiency LED components and modules, serving customers with complete technical solutions.

Between the years 2019 to 2022, EOI obtained certification and cooperated with more than 45 world-renowned automobile manufacturers. Now, every one out of 6.2 to 9.6 cars produced in the United States uses EOI's products. The company's strategic customers are leading companies in the automotive industry, such as Magna, Flex-N-Gate, Hella, and SanLi, supporting EOI in its pursuit of sustainable growth. This also leads to one of the company's major goals which is to increase its clients' competitive abilities as the market increasingly favors sustainable companies.

In 2022, the company received numerous affirmations, being honored with awards and titles. This is because EOI is dedicated to pursuing excellence in corporate governance and in official evaluations across Taiwan, for example, the company ranks among the top 20% of best-performing listed companies. Amidst the global ESG trend, it is also committed to obtaining TCFD, ISO 14064-1, and 14067 certifications, promoting joint carbon reduction within its supply chain, satisfying its customers globally, and establishing a sustainably managed enterprise.

EOI's vision is to become the pioneer of innovative automotive lighting sources in the global world and a sustainable happy company. The company's mission is to continue to develop innovative technologies and products to upgrade the green energy environment and better human being life.

EOI's operations are guided by its corporate values which are to make a better world with innovation in automotive lighting and displays while providing continuous social welfare to the disadvantaged and minorities, pursuing a zero-carbon environment, creating excellent products, pursuing perfect quality, and exceeding customers' expectations.

Innovative Corporate Culture & Growth Initiatives

The President, Ms. Fanny Huang, does her best to encourage the employees to embrace continuous learning and innovation as well as train their agility to meet or exceed customers, employees, and internal and external stakeholders' expectations. EOI's policy also promotes corporate social responsibility and employee benefits.

EOI has built an organizational culture based on the values of honesty, accountability, appreciation, respect, encouraging people, social welfare, customer-first, target-oriented, and teamwork.

Various corporate activities also contribute to building a cohesive staff with these values. EOI integrates various initiatives like a unique KPI mechanism, Pre-Expert Program (Talent Development Program), supervisor-led book clubs, team-building activities, and CSR projects.

Achievements & Impact

The global Covid-19 pandemic in 2020 led to a shortage of automotive chips, and limited transportation, thus, EOI's performance was affected. As the global economy eases off from the pandemic's effects, EOI acquired more future orders than in the past, thanks to the trust of its long-term customers, such as Magna, Flex-N-Gate, and Hella.





The company has also made an impact both locally and regionally. EOI's LED and energy-saving products have reduced energy and carbon-waste production in Taiwan. The company's social welfare projects have also assisted a couple thousand disadvantaged people in Taiwan by the company provides job opportunities in Taiwan and its subsidiaries in foreign countries.

These subsidiaries were set up in California and Michigan in the United States, Stuttgart in Germany, Madrid in Spain, and Shenzhen and Dongguan in China. EOI will continue expansion worldwide and shorten its supply chain in the next couple of years in order to enhance cooperation with its customers and realize its ESG and carbon reduction goals.

The company's strategy to achieve sustainable growth includes continuous advanced innovation, forward-looking technologies, and ensuring customer-oriented services in order to be considered the best and most valuable supplier to the key accounts.

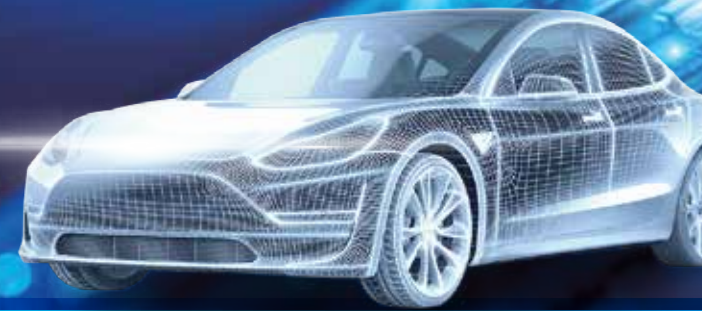
EOI is also looking into the efficient use of automation and AI technology to achieve robust and lean manufacturing. The company has eyes on talent development for highly professional experts with a passion for innovation. Besides that, the company will be investing in innovative green technology to achieve zero carbon emissions and realize its ESG goals.

Future Direction

Moving forward, EOI intends to continue developing innovative automotive LED light sources, increase its market share, and become among the world's top five automotive LED suppliers. The company is working to develop a light source module with unique patent technology for automotive lights to expand the application to various automotive lights such as taillights, brake lights, direction lights, and daytime running lights. Module shipments are expected to exceed 20% in the United States.

EOI intends to create more cost-effective LED outdoor lighting, signal lights, and other green energy products. Thus, the company will be able to participate in smart city services and it is expected to be one of the most important suppliers in North America. Based on the current assumptions about EOI's operating outlook, the short-term goal in the future would be annual performance growth of 20-30%.

Maker of Innovative Automotive Lighting



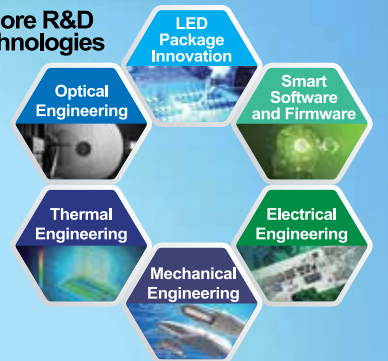
Excellence Optoelectronics Inc. (EOI) is a high technology-oriented company and established in Hsinchu Science Park Taiwan in 1995.

As an IATF-16949 certified enterprise, we guarantee that our products are of high quality and high performance. With our six core technologies with strong capabilities in optical, mechanical, electrical, thermal, software and firmware, as well as LED precision packaging, we can supply high efficiency and high reliable LED components and PCB modules to serve the customers with total technical solutions.

EOI has cooperation with more than 45 world-renowned automobile manufacturers. Among every 6.2~9.6 new vehicles on average from year 2019 to 2022, there was one vehicle using EOI's LED lighting module. EOI's strategic customers are leading automotive lighting companies in the industry, such as Magna, Flex-N-Gate, Hella, SanLi and so on, which will support EOI for sustainable growth. To increase our customers' satisfaction and competitive abilities is always our major goal.

To pursue sustainable well-being society, EOI has dedicated on ESG (Environment, Social, Governance) for years and won many ESG awards granted by the government and authority units. EOI will continue leading the supply chain to promote carbon reduction activities and to pursue the goal of net zero exploration by 2050.

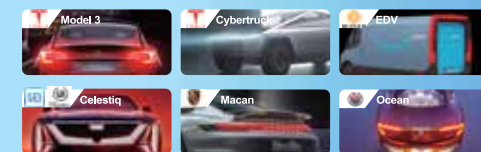
6 Core R&D Technologies



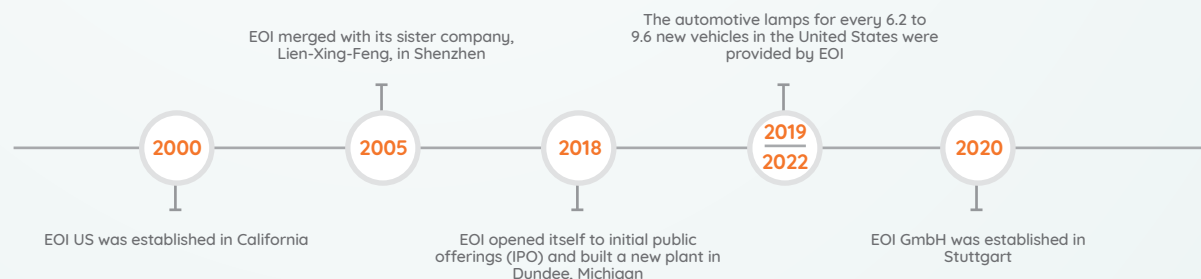
Services more than **45** automobile makers



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Company Milestones



Glory and Affirmation



EOI Headquarters

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Tel: 886-37-539000 Fax: 886-37-586789
E-mail: service@eoi.com.tw
<http://www.eoi.com.tw>

USA Subsidiary

21858 Garcia Lane, City of Industry, CA 91789, U.S.A.
Tel: 1-909-468-0550 Fax: 1-909-468-0554
E-mail: Sales@eoius.com
<http://www.eoius.com>

USA Factory

110 Research Parkway, Dundee, MI 48131, U.S.A.
Tel: 1-734-770-6671
E-mail: robertsinke@eoiauto.com

China Subsidiary

No. 33, Haibin Road, Wusha Community, Chang-An Town, Dongguan City, P.R.O.C.
Tel: 86-769-89236999 Fax: 86-769-89236688



Government Savings Bank

Financial Services Industry

www.gsb.or.th



"Government Savings Bank, the Bank for Society".

Information about the Company

On April 1st, 1913, King Rama VI gave a royal capital of 100,000 Baht to fund the establishment of the Government Savings Bank (GSB) with the objective of providing people a safe place to keep their properties and have reasonable returns. Until today, GSB has evolved its financial business services to stay up-to-date and cater to its customers until well into its 111th year.

At present, GSB is a state financial institution with a Vision to be a Social Bank. Its Missions include helping low-income and grassroots people, assisting retail and SME entrepreneurs by providing access to funds with fair interest rates, reducing inequality and financial gaps, supporting career and income creation, and strengthening the grassroots economy and communities. GSB also aims to be the main mechanism to drive the government's policy projects together with promotional savings and financial discipline.

Innovative Corporate Culture & Growth Initiatives

The Vision of a Social Bank is "Making POSITIVE Impact on Society", GSB operates its business by creating two concurrent Missions which are to provide sustainability for stakeholders and to respond to the United Nations' Sustainable Development Goals (SDGs) with a Triple Bottom Line (People, Profit, & Planet). This Triple Bottom Line is goals to create fair finance for social and community foundations (People), to create financial strengthening (Profit), and to increase resources optimization and environment prevention (Planet).

Based on the challenges from current business operations, GSB has created a new business model with its business partner (Non-Bank) to offer other businesses such as Car and Motorcycle Title Loan, Land for Loans, and Digital Lending to its serve social goal – to provide financial inclusion for those who do not have a financial history or have low credit.

Under the changing social contexts of the modern age, GSB is focusing on its human resources management capacity by adjusting the organizational structure and operation procedure to serve its Social Mission which is to responsibly and ethically serve its customers and society at large. At the same time, GSB pays attention to its internal communication so that GSB officers have a mutual understanding of the bank's direction and its core values (the GSB Way) to support knowledge and develop future skills, as operations have regular performance-based evaluations.

Achievements & Impact

GSB's service network includes 1,045 branches and a digital service channel as well as banking agents and business alliances nationwide. Currently, GSB has 21,317 officers and employees, divided into 5,257 persons in central areas and 16,060 persons in regional areas.

GSB's operating performances and financial statements are continuously growing and strong in deposit and credit. GSB assets are higher than USD85 billion, with asset and debt management that have reasonable return rates and financing costs in the market. GSB also handles asset management to control the NPLs rate at the lower level of the company compared to the rest of the banking industry.





GSB plays a significant role in sustainable business operations that focus on social and environmental responsibility by assigning 14 sustainable factors, a sustainable development policy, and adopting CSR principles to develop its process strategic and operational plans. Examples of initiatives and changes made are a social debenture issuance for fundraising to spend on several projects that align with GSB's Social Mission and green loan offerings to business and retail customers to support social environment activities. Moreover, the ESG Scoring system is used to approve corporate business loans while also conducting resource optimizations for its business operations to reduce greenhouse gases according to Eco-Efficiency and one day achieve the Net Zero Emissions target.

Future Direction

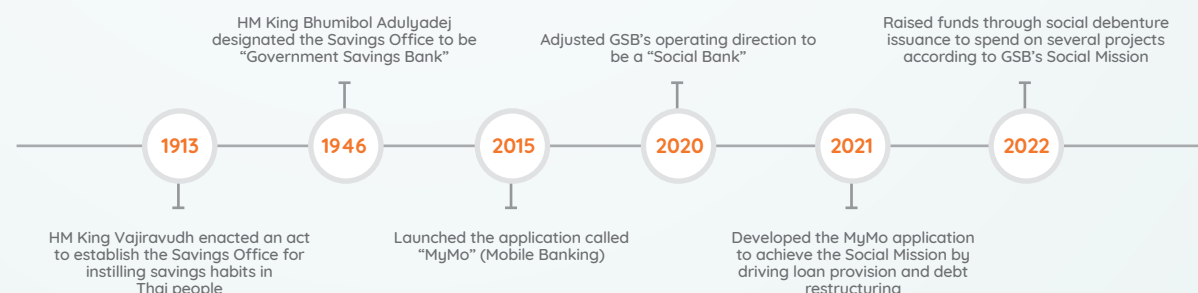
During 3 years of its operation, GSB has developed products and services, operating processes, and run social projects that continuously drive the government's policies. On its path of being a Social Bank that makes a positive impact on people and society, GSB has integrated its Social Mission into every significant procedure and initiative that the company runs.

GSB has developed its path for social impact at scale in the long run by setting reasonable costs, innovating its human resources management, and setting social targets and KPIs at both organizational and personal levels. The company will continue to drive its Social Mission along with business partners, in order to achieve the sustainable development goals according to the SDGs framework in reducing poverty and inequality.



Government Savings Bank

Company Milestones





www.orbusneich.com

OrbusNeich Medical Group Holdings Limited

Healthcare, Pharmaceutical & Biotechnology Industry



"Integrity. Passion. Innovation. Performance."

Information about the Company

With a history tracing back to 2000, OrbusNeich Medical Group Holdings Limited (OrbusNeich) is a major global medical device manufacturer specializing in interventional instruments for percutaneous coronary intervention (PCI) and percutaneous transluminal angioplasty (PTA) procedures. Backed by manufacturing bases in China and the Netherlands, as well as R&D centers in China and the U.S., the group has a sales network in over 70 countries and regions. Besides that, OrbusNeich is expanding into neurovascular intervention and structural heart disease areas.

OrbusNeich's vision is to improve patients' quality of life, globally, for those with vascular disease through its pioneering technologies; while its missions are to achieve its vision by designing and delivering innovative treatment solutions. The group is driven by its core values of Integrity, Passion, Innovation, and Performance.

Innovative Corporate Culture & Growth Initiatives

OrbusNeich prioritizes the well-being of its employees and believes that this will ultimately lead to the transmission of positive values to society. OrbusNeich provides a healthy and safe work environment with appropriate work gear, safety inspections, and third-party assessments. It also promotes equal opportunities and encourages staff to give back to society through charity events and donations – it donated approximately USD560,000 to support academic research related to cardiovascular diseases, scholarships, and charity events in 2022.

OrbusNeich invests in its employees by providing induction training, regular performance reviews, and mentoring for newly-joined employees. Technical training is also provided to manufacturing employees in the People's Republic of China (PRC) and the Netherlands to keep them up-to-date with the latest medical standards, procedures, and technology. Administrative and management staff also receive regular training in management skills and business operations.

Achievements & Impact

OrbusNeich is a global company with offices spanning three continents and close to 1,000 employees. The company was listed on the Main Board of The Stock Exchange of Hong Kong in December 2022 and included as a constituent in the Hang Seng Composite Index and Stock Connect in March 2023.

The group's first annual results after listing showed a record high revenue of USD136.8 million, with sales in the PRC and the U.S. achieving year-on-year growth of 38.1% and 122.6%, respectively.

OrbusNeich pursues sustainable growth and as of 31 December 2022, it held over 180 granted patents worldwide, with over 40 approved products and around 40 products in development, including several first-of-its-kind products. It has also increased its aggregate annual production capacity to 1.4 million balloon products and 56,000 stent products leveraging its production bases in the PRC and the Netherlands.

The group spares no effort in facilitating exchanges between physicians in developed and developing countries. Its Physician Exchange Programmes brings skilled physicians to certain developing countries to enhance their PCI/PTA capabilities and experience. The patients also benefit from improved accessibility and care.

Future Direction

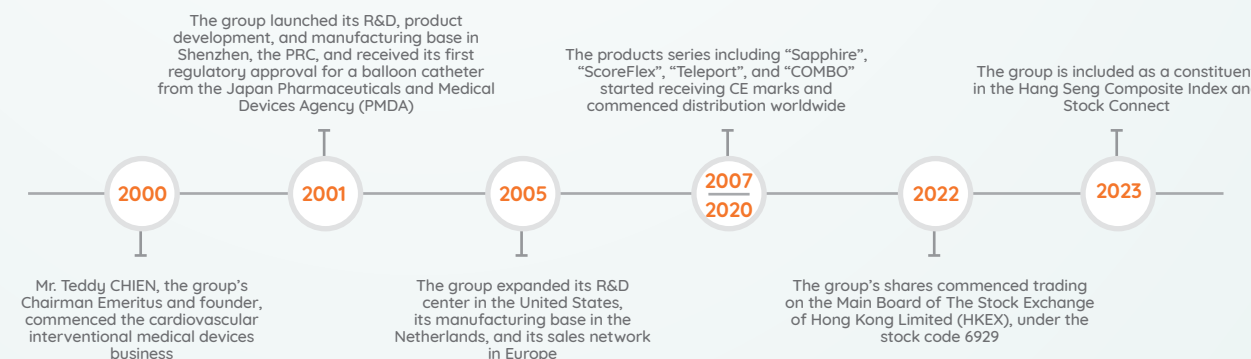
OrbusNeich intends to broaden its product lines, enhance its R&D capabilities, and expand its distribution network. On its path to realizing its vision, the company also aims to generate substantial returns for shareholders.

OrbusNeich is committed to bringing innovative products to different parts of the world and currently has a robust pipeline consisting of around 40 products under development. Recently, OrbusNeich kicked off the clinical trial enrolment of Scoreflex TRIO, a high-pressure three-wire scoring balloon dilatation catheter, in China.

Via a commercial agreement with the Hangzhou Fuchun Bay New Town Management Committee, OrbusNeich will invest in and construct an R&D and production base for vascular interventional medical devices. It has an expected annual production capacity of approximately 2.4 million units of products upon completion.

OrbusNeich has a clear plan in place to ensure continuity of leadership and management. As the first and only medical device company headquartered in the Hong Kong Science Park to be listed on the HKEX Main Board, OrbusNeich's strong leadership team has extensive experience in the medical device industry and plans to continue to attract and retain top-tier talent to drive sustainable growth and innovation.

Company Milestones





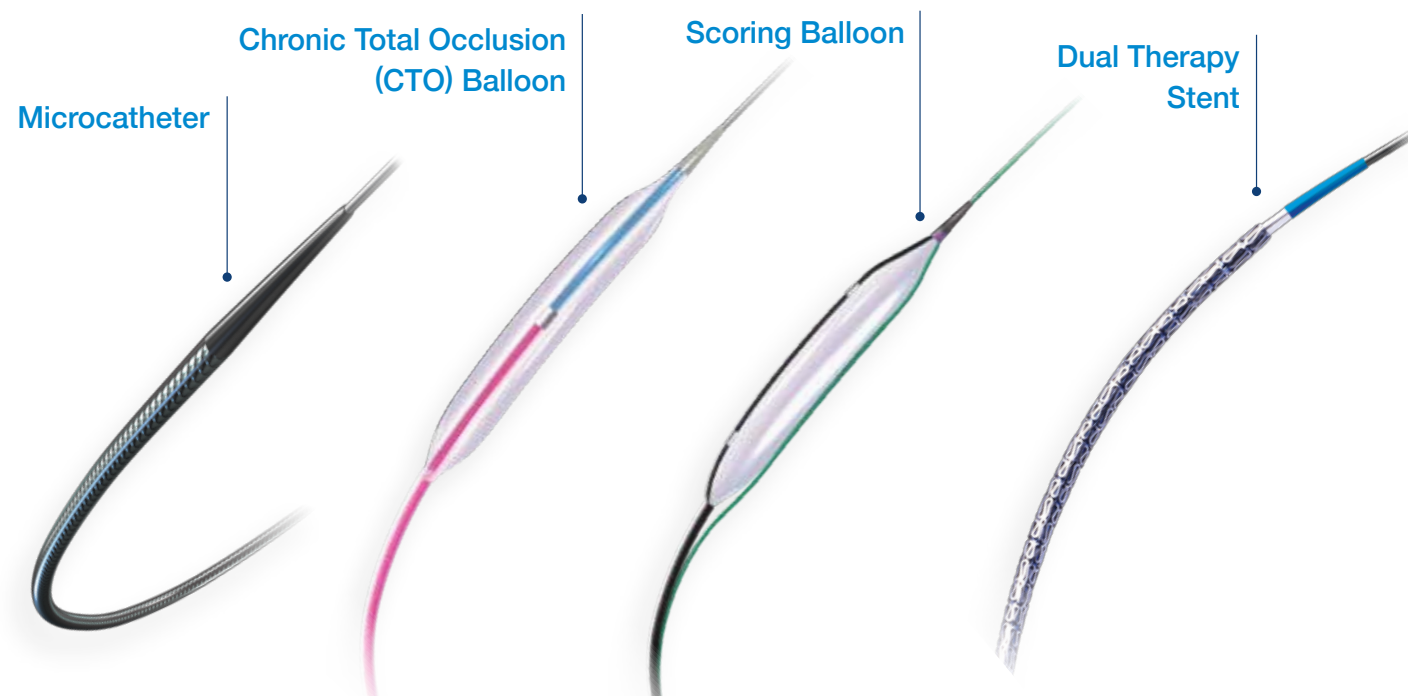
OrbusNeich is a major global medical device manufacturer that specializes in interventional instruments for percutaneous coronary intervention (PCI) and percutaneous transluminal angioplasty (PTA) procedures. Headquartered in Hong Kong, China, OrbusNeich sells products to over 70 countries and regions worldwide. It also specializes in coronary stent products and is actively expanding into neuro vascular intervention and structural heart disease areas.

As of 31 December 2022, OrbusNeich owns more than 180 granted patents globally. Its in-house R&D team has over twenty years of product development experience and has developed proprietary, world leading technologies.

OrbusNeich was successfully listed on the Main Board of Hong Kong Stock Exchange under the stock code 6929.



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Pepsi-Cola Products Philippines, Inc.
Food & Beverage Industry

✱

“We remain inspired by the ICARE Values of Integrity and Innovation, Care and Respect, Empowerment and Excellence, as these guide us in developing programs that further our responsibilities towards our planet, productivity, and our people.”
- Mr. Frederick D. Ong, President & Chief Executive Officer.

Information about the Company

On its 34th year of operations, Pepsi-Cola Products Philippines, Inc. (PCPPI) is poised to face a post-pandemic world with a renewed clarity of purpose and passion for action. Guided by its core values of Integrity, Innovation, Care & Respect, Empowerment and Excellence (ICARE), PCPPI has been able to deliver remarkable business performance at the end of 2022 through the concerted efforts of its employees (fondly called Bravehearts) and with support from its principal shareholders, Lotte Chilsung Beverage Co. Ltd., and Quaker Global Investments B.V.

As the Philippines' exclusive manufacturer of PepsiCo beverages, PCPPI brings well-loved beverage brands like Pepsi, Mountain Dew, 7-Up, Mirinda, Mug, Gatorade, Tropicana, Lipton, Sting, Premier, and Milkis to Filipino customers nationwide. Through its partnership with Lotte, PCPPI recently announced that it will be bringing one of South Korea's leading soju brands, Chum Churum, to more Filipino homes.

The company is dedicated to its mission of creating a positive impact on Filipino society. PCPPI envisions becoming the leading beverage company in the Philippines. In doing so, it is committed to driving sustainable and profitable growth by providing a wide range of quality beverages to its consumers. This will lead to superior value for its shareholders and business partners, building careers for its employees while also nurturing the communities and the environment.

Innovative Corporate Culture & Growth Initiatives

Led by its President and Chief Executive Officer, Frederick D. Ong, PCPPI has been on a journey of transformation that will further strengthen the organization in the future.

The organization has taken strides in refocusing its product portfolio, with the goal of sustaining its brand leadership. PCPPI is optimistic that its brands, particularly Sting and Mountain Dew, will meet their objectives of leading their respective market categories. Among the opportunities that PCPPI is looking into is the increased market demand for zero-sugar beverages. This holds promise for the organization as it explores stronger offerings to address the current trends of customer demands.

PCPPI is also revamping its go-to-market strategy, which includes streamlining its key accounts' management processes into a more focused, centralized system that allows for improved client servicing. Digitization and trade optimization initiatives are also in place to empower PCPPI's leaders in making informed decisions, enforcing the organization's data-driven culture. PCPPI has implemented optimization programs that help reduce expenses and boost productivity, with management keen on enhancing its manufacturing and warehousing network to realize savings without compromising production capabilities.

One of the company's growth initiatives is to expand its reach through partnerships and client acquisitions. Last year closed with major client acquisitions that bring will PCPPI's products closer to more Filipinos, starting with the rollout with the Jollibee Foods Corporation in Mindanao. Through these partnerships, well-loved dining brands such as Jollibee, Greenwich, Chowking, Burger King, and Mang Inasal now exclusively carry PCPPI's carbonated soft drinks in the region.





Achievements & Impact

In 2022, PCPPI registered PHP38.36 billion in revenues, which is 17% higher than what was posted in the previous year. The improvement, while marginal, remains noteworthy as this was achieved in the face of great economic challenges including industry-wide concerns regarding sufficient sugar supply.

PCPPI is inspired by its ICARE values, as these guide the organization and its leaders in developing programs that further its responsibilities towards people, productivity, and the planet. This 2023, the organization has calibrated its sustainability focus towards a broader framework, encompassing its environmental, social, and governance (ESG) commitments.

PCPPI is a valued private sector representative in its home city of Muntinlupa's Ecological Solid Waste Management Bureau. The company has managed to reduce the plastic resin used in its packaging materials and has decreased the volume of carton material used in its packaging by 99.1 metric tons

in 2022. That same year, Bravehearts were able to donate and plant an estimated amount of 800 seedlings during community projects. Government agencies like the Laguna Lake Development Authority (LLDA) and the Department of Environment and Natural Resources (DENR) work closely with PCPPI for community activities such as clean-up drives and the Adopt-A-River Program.

Future Direction

As PCPPI leaps forward this 2023 and towards the future, the organization's commitment to its mission, vision, and values remains steadfast. With the support and collaborative efforts of its partners, powered by a dedicated team, the company will be able to achieve profitable growth that is aligned with its goal of becoming the country's leading beverage company.

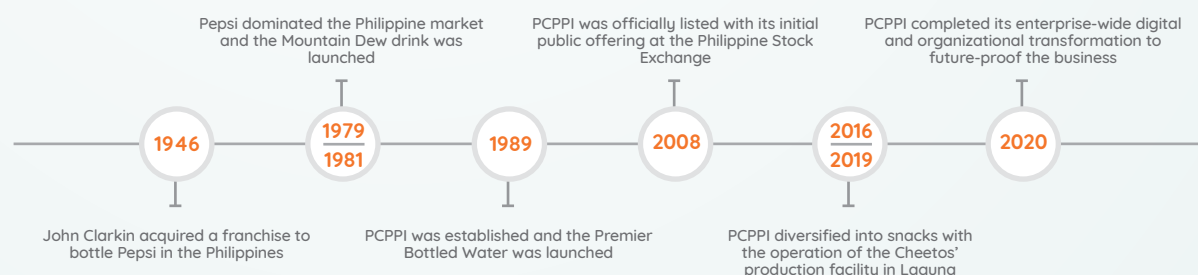


With over 70 years of serving well-loved beverages to Filipinos, Pepsi-Cola Products Philippines, Inc. has witnessed colorful stories of people who have grown up with our brands and products.

From sari-sari stores to restaurants and supermarkets, we are present in over 700,000 outlets, as well as through our extensive distribution and manufacturing network that spans the entire country.

Guided by our ICARE Values, we remain committed to championing productivity, our people, and the planet.

Company Milestones





**SIAM
PIWAT**
THE VISIONARY ICON

**SIAM
PIWAT**
THE VISIONARY ICON

www.siampiwat.com

Siam Piwat
Retail Industry



"The Visionary Icon".

Information about the Company

Siam Piwat Group (Siam Piwat) is Thailand's eminent leader in lifestyle-and-retail real estate developer with a portfolio of award-winning global destinations such as Siam Paragon, Siam Center, and Siam Discovery, and a joint venture partner of ICONSIAM, ICS, and Siam Premium Outlets Bangkok. All these locations represent new heights in retail development, conceptual creation, and management excellence.

Siam Piwat has continued to chart remarkable milestones and remained committed to driving sustainable growth with its partners across the world who share the company's mission of co-creating extraordinary experiences and state-of-the-art solutions to delight consumers of all ages, today and tomorrow.

The group continues to grow and has now expanded into 48 subsidiaries across 7 business groups, namely: Real Estate Development, Department Store, Retail, Venue Management, Food & Beverage, Digital Experience for Customer Experience Integration, and Business Support.

Innovative Corporate Culture & Growth Initiatives

Siam Piwat is determined to create a corporate culture that empowers limitless opportunities for employees and encourages them to adapt to any changes that impact customer behavior and their ways of living.

Siam Piwat has developed a new and more agile business model where employees are given opportunities to take part in formulating strategies and propose ideas and plans while also promoting self-development through training and education.

Working at Siam Piwat is challenging yet fulfilling every day. The group thinks big and strives to break new frontiers to make the impossible possible. It also provides a big canvas for employees to unleash their potential and creativity with opportunities to take on leadership roles in various projects, learn from great minds and experts from global organizations and world-renowned brands to craft and co-create the masterpieces that will become "the talk of the world."

Every working day at Siam Piwat is an opportunity to think, innovate, acquire cutting-edge knowledge, work in an independent and flexible environment, and most importantly, do something valuable and achieve a sense of pride.

Achievements & Impact

The group has 64 years of expertise in retail and real estate development, 7 business lines, and 2 million square meters of retail and lifestyle space. With its expertise and ingenuity, Siam Piwat has acquired 50 partners from 13 industries and 1000 brands in its ecosystem, won 48 global awards and other forms of recognition, and employs over 2000 employees across all its business locations.





Future Direction

Siam Piwat is committed to developing new platforms on both physical and virtual worlds while using creativity and cutting-edge innovation as game changers to fulfill extraordinary experiences and propel future growth. Its mission is to become top-of-mind among stakeholders, create a second home for its customers as well as create a platform that fosters success for its retailers and partners.

The group has adopted the "Above the Ocean Strategy", viewing its business in a new context and innovating new things from its existing value without any limitations. This strategy expands value-creation initiatives by various methods.

These have come to fruition by way of Siam Piwat's shared economy through ONESIAM SuperApp and VIZ COINS and the co-creation of experiences beyond expectations both through physical and digital platforms to expand the group's offerings and cater to global citizens. It has also led to the mindset of collaborating to win by creating an ecosystem of success in collaboration partners and fostering sustainable value in every process to create mutual growth for all involved.

This new strategy for the company has set it on a path to redefining and pioneering new businesses. Whether in the form of products, services, or platforms Siam Piwat will forge on to create access to a better quality of life without leaving anyone behind; as well as contributing to restoring the environment and passing on a better world to posterity.

Company Milestones



SIAM PIWAT

THE VISIONARY ICON

Siam Piwat is a leader in creativity, cutting-edge innovation, as well as management excellence in retail development and global destinations. It is also a pioneer of innovative prototypes and concepts, consistently delivering unparalleled experiences that delight and inspire customers.

SIAM CENTER
The Ideapopolis

SIAM DISCOVERY
THE EXPLORATORIUM

SIAM PARAGON
The Pulse of Bangkok

ICONSIAM
THE ICON OF ETERNAL PROSPERITY

SIAM PREMIUM OUTLETS BANGKOK
A SIAM PIWAT SIMON CENTER

ICS

ONE SIAM
SUPERAPP



www.siampiwat.com



tamjai-intl.com/en

Tam Jai International Co. Limited

Food & Beverage Industry



"Simple, Good Food with No Fuss."

Information about the Company

Tam Jai International Co. Limited (TJI) is a leading and renowned restaurant chain operator. TamJai Yunnan Mixian and TamJai SamGor Mixian are its branded fast-casual restaurant chains which operate in Hong Kong, Mainland China, Singapore, and Japan. The first restaurant under the TamJai Yunnan Mixian brand in Hong Kong was opened in 1996 and the first restaurant under the TamJai SamGor Mixian brand in Hong Kong was opened in 2008.

TJI's vision is to bring all Tam Jai flavors, and its unique brand of food culture to satisfy customer cravings for a steaming bowl of Chinese noodle soup, served with Hong Kong-style hospitality all over the world.

The group prides itself on creating delicious, budget-friendly recipes and has a mission to capture the unique, lingering flavors reminiscent of Hong Kong neighborhood eateries. Its corporate values are Commitment to Customers, Budget-friendly, Integrity, Teamwork, Respect for People, Good Citizenship, A Will to Win, and Accountability.

Innovative Corporate Culture & Growth Initiatives

As "giving back to the community" is a core value, TJI introduces new and innovative products and services continuously. The group pioneered the release of its first NFT in the F&B industry, Souper Hero, to promote charitable NFTs through collaboration with local illustrators. Through collaboration with NGOs and charitable organizations, the group provides timely support for different needs in society, such as SamGor's "Mixian for the Good" and TamJai's "TamJai Jeh Jeh: TamJai Che Che" exhibition to raise funds for the HER Fund and the Heep Hong Society.

By prioritizing growth, TJI has various training activities organized for employees at different levels. A Standard Operation Procedures (SOP) training system was implemented for front-line staff while vocational courses are provided for the management team, such as the "Talent Development Program" and "Operation Excellence SOP Certification Program".

Furthermore, the group established the Tam Jai Goodness Trust in 2021 which has supported various projects, including the TJI

Education Support Scheme. Since its establishment in 2015, over HKD4 million in scholarship funds for local undergraduate studies have been distributed to 134 children of the group's employees.

Achievements & Impact

"When the going gets tough, the tough get going". Throughout 2020 to 2022, TJI has demonstrated remarkable resilience, which required it to remain agile and adaptable while exercising innovation and discipline in all aspects of its business operations.

One of the group's core values, "A Will to Win," has been a guiding force during the pandemic. TJI even achieved numerous remarkable milestones, including the listing of the group on the Hong Kong Stock Exchange in October 2021 and the commencement of network expansion outside of its hometown Hong Kong. Its first Singapore store opened in 2020, followed by shops in Mainland China and Japan in 2021 and 2022 respectively. These efforts resulted in an aggregated revenue of more than HKD2,500 million for the group, and it has grown its regional network to 218 restaurants with over 3,300 employees as of 30 June 2023.

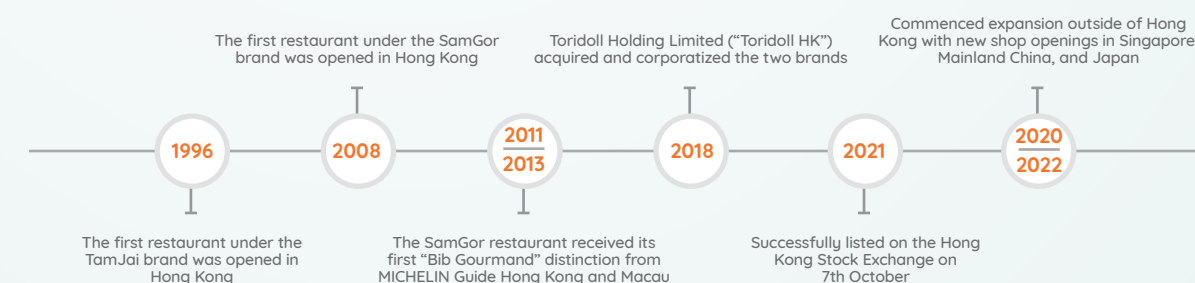
Future Direction

TJI has built a solid foundation in Hong Kong and is committed to sustaining its prominent brand value in the city. The group will continue to devote significant resources to enhancing product and service quality, providing exceptional dining experiences through digitalization and innovative product development.

To realize TJI's international development plan, the group has accelerated the process to resume its expansion plan in the GBA region and aims to enhance operational efficiency and service quality while adapting its brand to local markets in Singapore and Japan.

The group remains committed to achieving its international expansion goals and driving profitability for the business while maintaining its primary focus on achieving sustainable, long-term growth for its stakeholders.

Company Milestones



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UHS Essential Health Philippines Inc.
Direct Selling Industry



"The Cellular Nutrition Company."

Information about the Company

Founded in 1992 by microbiologist and immunologist Dr. Myron Wentz, UHS Essential Health Philippines Inc., commonly known as USANA Health Sciences, is a U.S.-based international direct-selling company that researches, manufactures, and sells premium, science-based supplements, personal care, and healthy living products. Today, the company (henceforth referred to as USANA) is a billion-dollar company with 1,400 employees around the world in a variety of skilled positions. USANA currently operates in 24 countries including the Philippines where operations began in January 2009. The company's newest markets are Romania, Italy, Germany, and Spain which opened in 2018.

With an international outreach and a vast product range, USANA is able to support a wide range of customers. USANA has always been at the forefront of scientific research and product development. USANA's customers receive only the highest-quality products that are backed by trusted and proven science. Its world-class research and development team also tests the potency and purity of each product in the company's on-site laboratories.

The USANA vision has remained the same for close to 31 years now. Quoting Dr. Wentz, "I dream of a world free from pain and suffering of degenerative disease. Share my vision. Love life and live it to the fullest in happiness and health". This has become the cornerstone of USANA's vision of becoming The Healthiest Family on Earth. While USANA's goal is to empower the individual, the company's mission is to develop and provide science-based health products of the highest quality, distributed internationally through direct sales, thus, creating a rewarding opportunity for its independent associates, shareholders, customers, and employees.

Innovative Corporate Culture & Growth Initiatives

USANA employees enjoy a unique work culture that embodies the company's core values of Excellence, Integrity, Health, and Community. With Excellence, the company relies on scientific research to provide innovative, healthy living solutions, and empower individuals to continually improve each day. In Integrity, employees demonstrate honesty, responsibility, and accountability through their individual actions. For Health, the company cultivates a holistic view of wellness that supports a healthy body and strong mind. For the Community, USANA supports, cares for, and encourages one another - and the world - to live happier, healthier lives.

Achievements & Impact

The Covid-19 pandemic has brought unprecedented challenges to businesses around the world. In response, the USANA family has found ingenious ways to reach out to associates, managing and fulfilling their orders. It utilized social media platforms and video communications to reach out to costumes. The level of commitment among the employees has been outstanding, where a group of staff even volunteered to convert a portion of the workplace to be their temporary living quarters.

USANA believes in supporting communities. The USANA Foundation has spent over a decade feeding hungry children and providing disaster relief. Since its inception in 2012, the USANA Foundation has donated tens of millions of meals to needy families around the world. USANA has partnered with several non-governmental organizations and individuals to deliver assistance to those in need. USANA also holds its World Service Week in June where employees and associates donate their time and resources to help a neighbor, stranger, or charitable organization.





From 2019 to 2022, USANA continues to be the No. 1 Vitamins and Dietary Supplements Brand in the Philippines (Source: Euromonitor International Limited, Vitamins and Dietary Supplements; % retail value share, 2020 data. Ch2021ed.). It has also been recognized in the Inspiration Brand category, from the Direct Selling industry by the Asia Pacific Enterprise Awards (APEA) 2020 Regional Edition. USANA has achieved phenomenal double to triple-digit growth of 55% and 112% in terms of product sales and sources of growth in 2020 as well. The company's manpower grew by 19% over the last few years, increasing from 36 to 43.

Future Direction

To sustain growth, USANA will continue to focus on its major growth drivers - customer acquisition and retention, expanding brand-building activities, and enhancing customer experience. The Back to Basics training strategies will be maintained to support these growth drivers. The company is projected to achieve steady growth of between 5-10% in the next few years.

Company Milestones



USANA®

THE CELLULAR NUTRITION COMPANY



FULL LIST OF WINNERS

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Last but not least, we would like to thank all award recipients for your tremendous support. May you find joy and success in your entrepreneurial endeavors!

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