

12th August 2014

Dr Leong Kai Hin,
President, Klang Chinese Chamber of Commerce and Industry
42A, Lebuhr Enggang
41050 Klang, Selangor



Dear Dr Leong,

Re: **The Star Business Awards 2014 – Invitation to Participate**

Warmest greetings from *The Star*! A very special thanks to you and your committee for taking to time and effort to meet up with us today, for that we are most honoured.

As we have presented today, The Star Business Awards enters its fifth year to showcase the best in Malaysian companies, promote business excellence and recognize up-and-coming companies that are forging new frontiers in Malaysian business.

In line with The Star Business Awards 2014, we have an exciting line-up of programmes for you:

1. **BUSINESS AWARDS**

There are ten (10) awards up for grabs:

- **Top-Of-The-Class Awards** for the following categories:
Best in Marketing, Best Brand, Best in CSR, Best Green Initiative,
Best Employer, Best Innovation, Best Global Market
- **Outstanding Achievement Awards** for the following categories:
Rising Star, Entrepreneur of the Year, Malaysian Business of the Year

We invite you to participate in these prestigious awards and to make your mark in the business and corporate world.

Winners will receive the coveted SOBA trophy at the Awards Ceremony, plus enjoy exclusive benefits and rewards such as editorial publicity, worth over RM1.5 million in The Star's Metrobiz, preferential advertising rates, use of The Star Business Awards logo/monogram on corporate and A&P collaterals and many more.

All participants and finalists will also be recognized where they will receive certificates, free listing in The Star Business Awards supplement, souvenir programme and microsite, and other exclusive goodies for their efforts.

Deadline for submission of applications is **Friday, 19 September 2014.**

Others have made it, so can YOU!

For more details and application procedures for The Star Business Awards 2014, log on to www.soba.com.my. You may also obtain hard copies of The Star Business Awards 2014 submission pack.

Please call The Star Events Dept at Tel: 03-7967 1388 ext: 1240 (Mel) / 1475 (Pei Wen)

2. LEARNING SERIES WORKSHOPS

In conjunction with the awards, we present the Learning Series workshops to drive excellence and success among leaders, managers and executives – through a one-day learning process. These workshops will be conducted by professionals and experienced entrepreneurs to help you grow your business. Take this opportunity to be inspired and take your business to the next level!

We have a total of will be 4 workshops, held from 9am to 1pm at the following venues:

24 June 2014 (Tues) – Star Northern Hub, Penang

26 June 2014 (Thurs) – Menara Star, Kuala Lumpur

7 August 2014 (Thurs) – The Star Office, Ipoh

14 August 2014 (Thurs) – Quayside Hotel, Malacca

Topics include GST: Common Challenges & Pitfalls as well as Formulas for Business Success.

These workshops are open to all, and we encourage entrepreneurs, executives, managers and operations officers in various fields from marketing to HR, branding, corporate and finance, to take the opportunity to acquire great ideas and inspiration, and to connect with industry's best.

The workshops are free admission, however we would require participants to register beforehand to reserve a seat.

Please find attached – a copy of the Learning Series workshop Registration Form and the programme for Malacca. We do hope that you would be able to encourage your

members if they are able to make it to Malacca to sign up. Do sign up early to secure your seat, as places are limited and will be on a first-come, first-served basis.

3. HELP DESK

Should you need any assistance to further explain the procedures and requirements for joining the awards, please do let us know and we can arrange for a group presentation either at our office in Menara Star or at your KLCCCI office.

We wish you the very best and look forward to your participation!

Yours faithfully
STAR PUBLICATIONS (M) BERHAD

A handwritten signature in blue ink, appearing to read 'Victor Cheong', is written over a horizontal line.

Victor Cheong
Manager, Events