

# MALAYSIA MEDIA 2022

## 27 companies picked as Malaysia's Superbrands 2022



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Saturday, October 22nd, 2022 at [Business](#) | [News](#)

**KUALA LUMPUR** – Superbrands, an independent global authority and arbiter of branding excellence, has selected 27 brands this year to pay tribute to the strongest and most valuable Malaysian brands encompassing a wide spectrum of different industries at the Superbrands Malaysia 2022 Awards.

The brands selected this year included Agmo Holdings, Agricore CS, Apacs, Blank Malaysia, Camel Power, Carya Cosmetics, Catalyst Education, Direach, Dzi Kingdom, Hasnuri, Headmistress, My Ballerine, Nature Care, and Nuetraa.

The rest are Phiten Malaysia, Qware, Respack, Retouch, The Olive Tree Group, The Skin Lovers, Todak, TST Tin Secret, Urban Spice & Seasonings, Verdure Healthcare, Vitahealth, Wooot Carpenter, and X One.

Superbrands director Mike English said that rigorous selection criteria were set by the Superbrands Council and more than 3,000 professionals were invited to vote for candidate brands.

“More than 1,400 leading Malaysian brands were scored by the council and through the online poll and the highest scoring brands were then designated as Superbrands,” he said at the Superbrands Malaysia 2022 Awards gala evening tribute held here, Friday.

He also said that the brands participating in the programme are entitled to use the ‘Superbrands’ logo on their advertising, packaging and other marketing communications collaterals.

“The brand’s story is also featured in the Superbrands reference book and website,” he said.

The awards ceremony was officiated by former Malaysian National News Agency (Bernama) chief executive officer (CEO) and editor-in-chief Datuk Yong Soo Heong who said that he is happy when foreign business leaders and decision makers already know about local brands.

“There is an urgent need to think out of the box and to innovate. I congratulate everyone here and hope you will persevere in a highly competitive market through every conceivable platform especially in branding,” he said.

Meanwhile, one of the recipients of this year’s Superbrands is Todak Culture Sdn Bhd, a clothing, gaming peripherals, education, sports, and motorsports company.

Its CEO, Syed Shazni Syed Husin Affandi, said the award can bring forward Malaysian brands globally as Superbrands is an international organisation that recognises leading brands in many countries.

“Our target is to penetrate the global market and be relevant to the world in the next 10 years. Todak is putting in efforts to meet the international requirements for exporting products and meet the criteria,” he said  
to *Bernama*. – **Bernama**

**LINK:**

<https://themalaysianreserve.com/2022/10/22/27-companies-picked-as-malaysias-superbrands-2022/>

LINK:

<https://www.bernama.com/en/news.php?id=2131325>

## **SUPERBRANDS MALAYSIA 2022 AWARDS PRESENTED TO KEY GLOBAL MNCS AND TOP LOCAL COMPANIES**



Superbrands Malaysia 2022 celebrates its 14th edition and has selected 27 brands to pay tribute to the strongest and most valuable brands in the market in this year's awards event.





Nicely decorated stage for Superbrands Malaysia 2022 at Envi Skydining

## **SUPERBRANDS MALAYSIA 2022**

Superbrands, the independent global authority and arbiter of branding, hosted their annual event at Envi Skydining for the key global multinational corporations (MNCs) as well as top local brands from a wide spectrum of different industries. The event was officiated by DATUK YONG SOO HEONG, former Bernama Chief Executive and Editor-in-Chief. He is currently a Trustee of both the Malaysian Press Institute and National Press Club of Malaysia. Datuk Yong is also a member of Bernama's Supervisory Council, an appointment by the Yang di-Pertuan Agong since 2019.



Datuk Yong Soo Heong, former Malaysian National News Agency (Bernama) CEO & Editor-in-Chief

He said: "As a long time senior journalist with Bernama, I have seen the evolution and progress of many brands in Malaysia. It warms my heart when foreign business leaders and decision makers already know of our local brands, from Musang King durians to our other made in Malaysia brands that make us proud internationally."



“As regional and worldwide borders shrink or even disappear, branding becomes even more crucial as the traditional brick and mortar model are overtaken by online initiatives.

“There is an urgent need to think out of the box and to innovate. I congratulate everyone here for doing so and hope you will persevere in a highly competitive market through every conceivable platform especially in branding,” said Datuk Yong.

Speaking about the event, Mr Mike English, Director of Superbrands said: “The Superbrands Malaysia 2022 Awards, considered as the ‘Oscars of Branding’ by the corporate world, are presented to the winning brands represented by their chief executive officers, managing directors, marketing directors and other top marketing and PR executives.



CEO of Superbrands Malaysia and Superbrands Middle East Director, Mike English

“Superbrands will also unveil the highly anticipated and much coveted coffee table- style Superbrands book, which includes a two-page profile of each of the Superbrands at the tribute event.

“The awards are a wonderful showcase for brands to highlight and promote their successes, and for senior executives to get together to celebrate their Superbrands status.

“We are happy that many local brands which include new entrants, have made it to the Superbrands list this year. These brands were not only voted by our distinguished brand council members but also by marketing professionals, who voted through an online poll.”

After rigorous selection criteria set by the Superbrands Council, more than 3,000 professionals were invited to vote for candidate brands. More than 1,400 leading Malaysian brands were scored by the council and through the online poll and the highest scoring brands were then designated as Superbrands.

Only brands that achieve the level of recognition set by the independent council are eligible to be included in the Superbrands Malaysia book, which traces the history and achievements of each of the brands.



Superbrands Award Trophy for 2022

“Malaysia’s best brands which range from fast moving consumer goods (FMCG) to locally owned family businesses, are featured in the book. Participation in the Superbrands book is by invitation only and acknowledges the inherent strength of the organization and its brand value.

“Brands participating in the Superbrands programme are entitled to use the Superbrands logo on their advertising, packaging and other marketing

communications collaterals. The brand's story is also featured in the Superbrands reference book and on the Superbrands website," Mr English adds.

The Superbrands Council comprises individuals who have shown exceptional aptitude in business and who have a thorough knowledge of the market and methods of business. To be voted as a Superbrand is a powerful endorsement and is evidence for existing customers, potential customers, media, suppliers, investors and employees of each brand's exceptional status.



Superbrands Malaysia 2022 celebrates its 14th edition and Superbrand has selected 27 brands

RECIPIENTS OF SUPERBRANDS MALAYSIA 2022 AWARDS

1. AGMO HOLDINGS
2. AGRICORE CS
3. APACS
4. BLANK MALAYSIA
5. CAMEL POWER
6. CARYA COSMETICS
7. CATALYST EDUCATION
8. DIREACH
9. DZI KINGDOM
10. HASNURI



11. HEADMISTRESS
12. MY BALLERINE
13. NATURE CARE
14. NUETRAA
15. PHITEN MALAYSIA
16. QWARE
17. RESPACK
18. RETOUCH
19. THE OLIVE TREE GROUP
20. THE SKIN LOVERS
21. TODAK
22. TST TIN'S SECRET
23. URBAN SPICE & SEASONINGS
24. VERDURE HEALTHCARE
25. VITAHEALTH
26. WOOOT CARPENTER
27. X.ONE

For further information on Superbrands, please visit [www.superbrands.com](http://www.superbrands.com).

**LINK:**

<https://www.talpiscesgirl.com/2022/10/superbrands-malaysia-2022.html#.Y31nzC-l3q0>

## TOP LOCAL COMPANIES AND KEY GLOBAL MNCS RECOGNIZED IN SUPERBRANDS MALAYSIA 2022 AWARDS

by [Rajwin Paul Singh](#) November 3, 2022 0 comment

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*The Superbrands Malaysia 2022 Awards*

Superbrands Malaysia 2022 commemorates 27 brands for its 14th edition in honor of the strongest and most valuable brands in the market this year.

Datuk Yong Soo Heong, former Bernama Chief Executive and Editor-in-Chief officiated the annual event hosted by Superbrands, the independent global authority and arbiter of branding. He is currently a Trustee of both the Malaysian Press Institute and National Press Club of Malaysia while also a member of Bernama's Supervisory Council, an appointment by the Yang di-Pertuan Agong since 2019.



*Datuk Yong Soo Heong, former Bernama Chief and Editor-in-Chief*

He said: "As a long time senior journalist with Bernama, I have seen the evolution and progress of many brands in Malaysia. It warms my heart when foreign business leaders and decision makers already know of our local brands, from Musang King durians to our other made in Malaysia brands who make us proud internationally.

"There is an urgent need to think out of the box and to innovate. I congratulate everyone here for doing so and hope you will persevere in a highly competitive market through every conceivable platform especially in branding," said Datuk Yong.





*Mr Mike English, Director of Superbrands*

Speaking about the event, Mr Mike English, Director of Superbrands said: "The Superbrands Malaysia 2022 Awards, considered as the 'Oscars of Branding' by the corporate world, are presented to the winning brands represented by their chief executive officers, managing directors, marketing directors and other top marketing and PR executives.

More than 3,000 professionals were invited to vote for candidate brands through a rigorous selection criteria set by the Superbrands Council. The highest scoring brands out of more than 1,400 leading Malaysians brands were then designated as Superbrands after getting scored by the council and the online poll.

"Brands participating in the Superbrands programme are entitled to use the Superbrands logo on their advertising, packaging and other marketing communications collaterals. The brand's story is also featured in the Superbrands reference book and on the Superbrands website," Mr English adds.

LINK:

<https://www.kr8tifexpress.com.my/top-local-companies-and-key-global-mnacs-recognized-in-superbrands-malaysia-2022-awards/>

## RESPACK is delighted and honoured to be awarded the prestigious "Superbrand Status Malaysia's Choice"(2022)

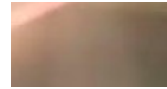
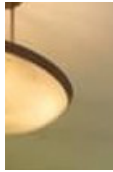
Respack is delighted and honoured to be awarded the prestigious "Superbrand Status Malaysia's Choice"(2022) on 21st of October 2022 at Menara TA One, Jalan P. Ramlee, Kuala Lumpur, In recognition of our commitment to delivering premium quality products and services.

Officiated by former Malaysian National News Agency (Bernama) chief executive officer (CEO) and editor-in-chief Datuk Yong Soo Heong, the tribute event was fun, meaningful, and engaging in bringing the spotlight to the selected brands.

Thank you very much to customers and business associates who have supported us all the way, we assure you that we will continue to develop and deliver the best quality product and services.

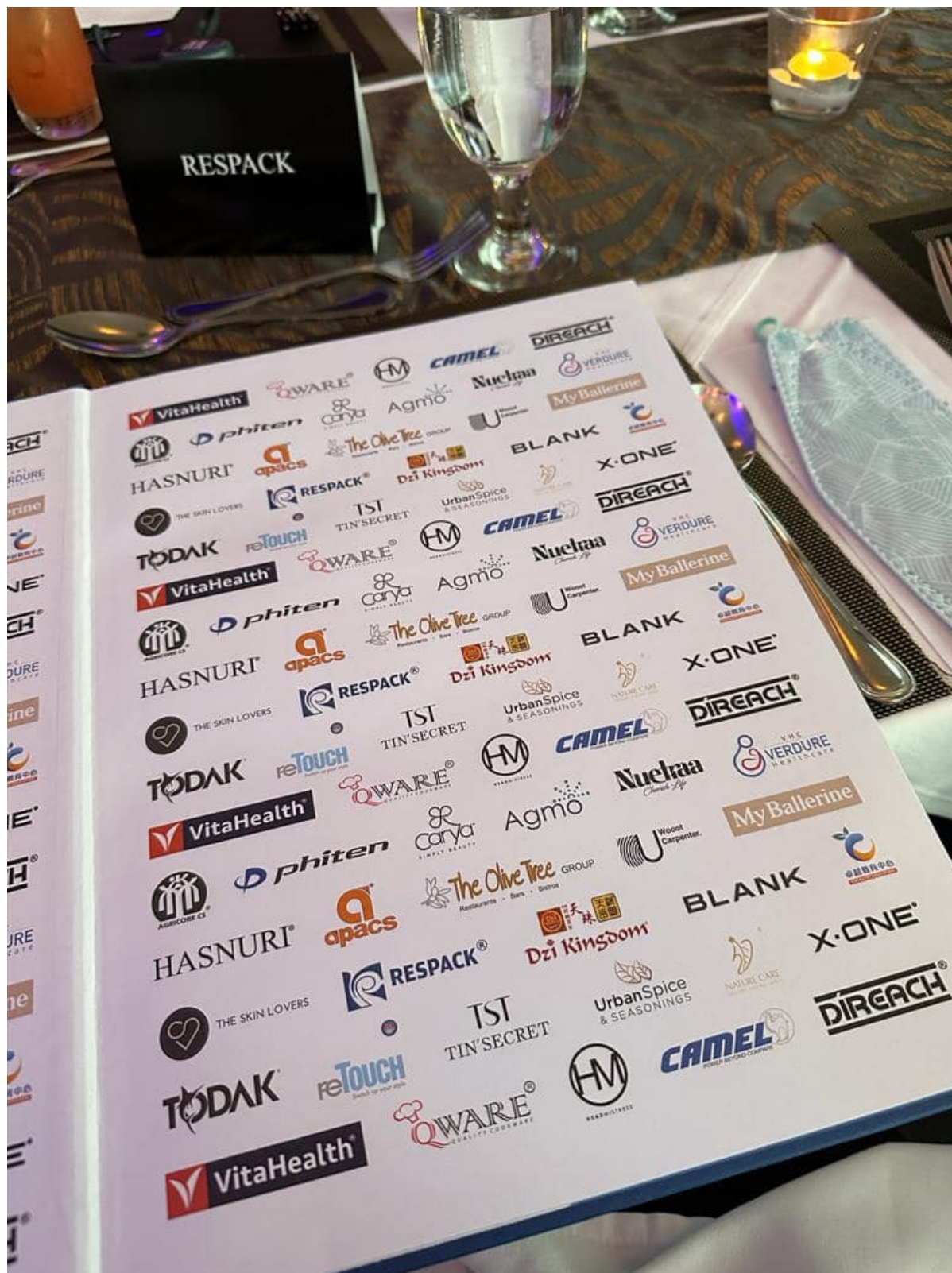




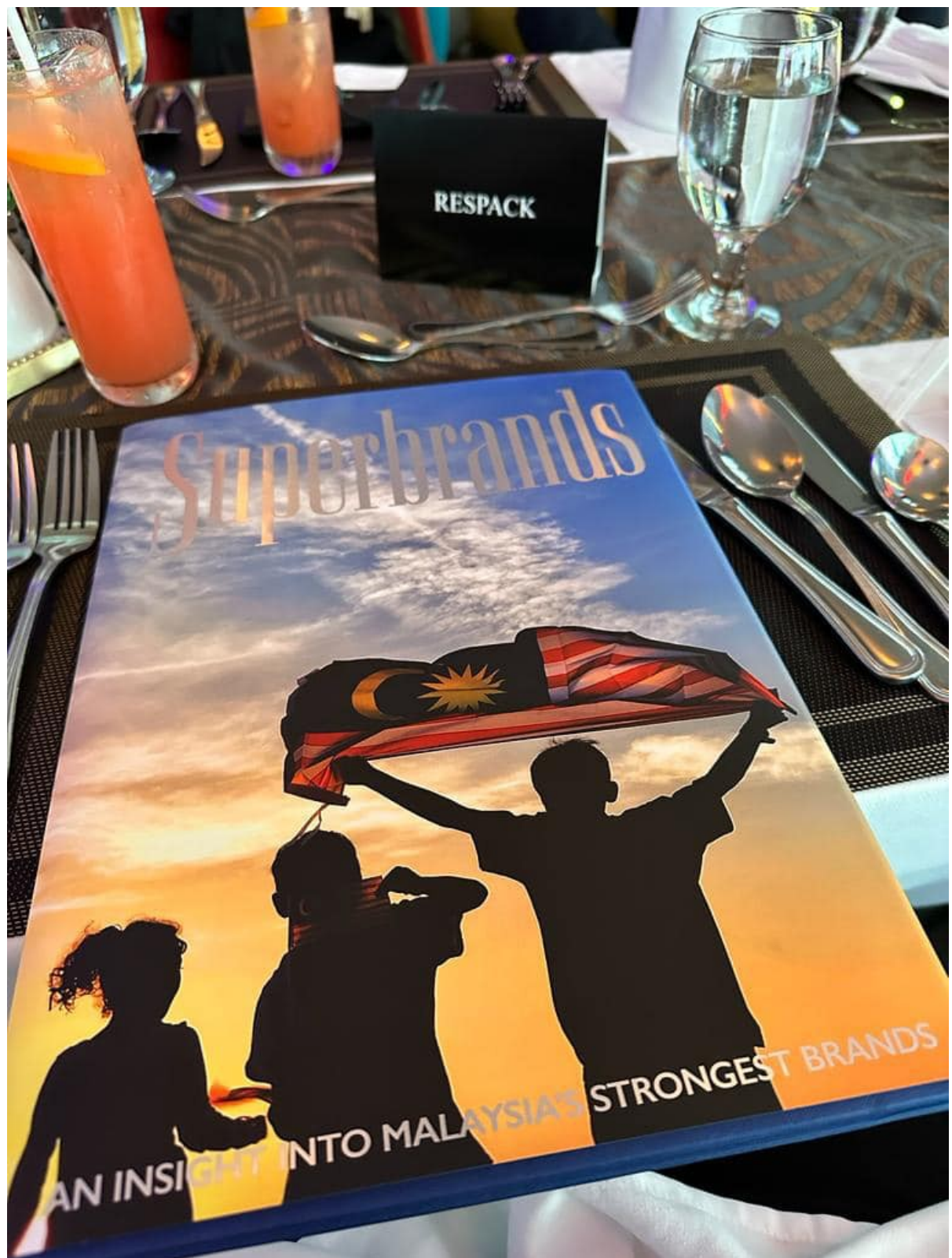


















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LINK:

<https://respackmedicare.com.my/2022/11/07/respack-is-delighted-and-honoured-to-be-awarded-the-prestigious-superbrand-status-malaysias-choice2022>

