

**KERATAN AKHBAR-AKHBAR TEMPATAN
TARIKH: 14 MAC 2015 (SABTU)**

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An honour: Ewon (second from left) presenting the award to Mediviron Group chairman Datuk Dr Lim Heng Huat (third from left). Looking on are (from left) Tan, Chhit and former Perak state executive councillor Tan Sri Chang Ko Youn.

Recognising good business ethics

Awards honour companies to encourage honest dealings

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 Photos by AZHAR MAHFOF



SIXTY companies were awarded for their "honesty" during the 13th Asia Pacific International Honesty Enterprise-Keris Award 2014 recently.

The awards was to encourage honest and ethical business practices in daily business dealings of entrepreneurs and companies.

The categories for the awards were for Honesty Enterprise, Honesty Product and Honesty Entrepreneur.

Event organising chairman Prof Dr Albert Tan said honesty related to both words and action, where great companies and entrepreneurs delivered what they had promised

to customers not only in good times but also during challenging times.

"Profit is undoubtedly the ultimate goal of all businesses, but honesty is always the best policy and it pays to be honest," he added.

In the past 12 years, he said, they had awarded over 500 outstanding companies that had put honesty, ethics and integrity above all else in their business and corporate practices.

"It is heartening to witness the growth of these winning companies, as many began with humble beginnings and are now renowned and became respected brands and corporations globally," Tan added.

This year, another 60 companies nominated from 13 countries were added to the respected enterprises list through a stringent and rigorous process in the three categories.

"With the support of Asia

Pacific's municipal governments, business associations, professional organisations and media corporations, this award has become one of the largest recognised international business awards in the Asia Pacific region," said Tan.

The awards, he added, was hailed as the International Business Oscar Award by China Central Television (CCTV).

The ceremony was graced by Science, Technology and Innovation Minister Datuk Dr Ewon Ebin and Cambodia's Commission on Foreign Affairs International Cooperation, Media and Information vice-chairman Senator Chhit Kim Yeat.

In conjunction with the event, the Asia Pacific International Honesty Enterprise-Keris Award-Book of Records which pays tribute to the winners will be published again and made available throughout Asia by June.



An honest day's work: Tan (front row, seventh from left), Ewon (front row, eighth from left) and Chhit (front row, ninth from left) with special guests and winning entrepreneurs at the 13th Asia Pacific International Honesty Enterprise-Keris Award 2014.

**KERATAN AKHBAR
UTUSAN MALAYSIA (BISNES) : MUKA SURAT 17
TARIKH: 14 MAC 2015 (SABTU)**

TPM Biotech bantu komersial produk

Oleh **NUR NAZLINA NADZARI**
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KUALA LUMPUR 13 Mac - Pengusaha dan pengeluar produk berasaskan herba serta bukan herba digesa bekerjasama dengan TPM Biotech Sdn. Bhd. bagi mengkomersialkan produk mereka.

Timbalan Menteri Sais, Teknologi dan Inovasi, Datuk Dr. Abu Bakar Mohamad Diah berkata, TPM Biotech, anak syarikat Teknologi Park Malaysia Corporation Sdn. Bhd. (TPM Corporation) akan membantu pengusaha menghasilkan produk menggunakan kemudahan yang dimilikinya supaya menepati piawaian yang diperlukan.

Katanya, TPM Biotech juga akan membantu dari segi penjenamaan dan membuat reka bentuk pembungkusan yang sesuai untuk tujuan pemasaran.

"Saya berharap, selepas ada saluran untuk pemasaran melalui kerjasama dengan Dhaya Healthcare Sdn. Bhd. (Dhaya Healthcare) akan menarik lebih ramai pengusaha untuk menghasilkan produk mereka dengan bantuan TPM Biotech," katanya.

Beliau berkata demikian pada majlis menandatangani perjanjian pelantikan Dhaya Healthcare oleh TPM Biotech sebagai pengedar produk Garden Herbs di sini hari ini.

Yang turut hadir, Pengerusi Ek-



ABU BAKAR MOHAMAD DIAH (kanan), Ahmad Husni Johari (dua, kanan) dan Thevasagayam Ahamparam (kiri) melihat produk keluaran Herbs Garden pada majlis pelantikan Dhaya Healthcare sebagai pengedar Herbs Garden di Kuala Lumpur, semalam. - UTUSAN/FAUZI BAHARUDIN

sekutif Dhaya International Group, Datuk Thevasagayam Ahamparam dan Ketua Pegawai Eksekutif TPM Biotech, Ahmad Husni Johari.

Sementara itu, Ahamparam berkata, perjanjian pengedaran terbabit melibatkan jaminan komitmen kontrak bernilai RM2.6 juta bagi tempoh 18 bulan.

Menurutnya, syarikat menyasarkan produk terbabit diedarkan di farmasi dan klinik kerana ia

berkaitan kesihatan.

"Kami akan mengedarkan 10 jenis produk Garden Herbs terdiri daripada kopi putih dan juga makanan kesihatan yang akan berada di pasaran pada April ini.

"Buat masa ini, kami akan memberi tumpuan mengukuhkan pemasaran produk ini di Malaysia dan menyasarkan untuk memasarkannya di pasaran Asia pada tahun depan," ujarnya.

