

**SPEECH**  
**YB DATUK DR. ABU BAKAR BIN MOHAMAD DIAH**  
**DEPUTY MINISTER OF SCIENCE, TECHNOLOGY AND INNOVATION**

**THE PRESTIGIOUS BRAND AWARDS 2016 SPEECH**

**9 APRIL 2016 (SATURDAY)**  
**HOTEL RENAISSANCE KUALA LUMPUR**

**YBHG. DATO' SRI PADUKA PROF. DR. ROBIN TAN**

The President of Asia Excellence Entrepreneur Federation (AEEF);

**DISTINGUISHED GUESTS, LADIES AND GENTLEMEN.**

A very good evening.

1. First and foremost, I would like to record my appreciation to the organisers for the invitation to the **“21<sup>st</sup> Century The Prestigious Brand Awards 2016”**. I would also like to take this opportunity to congratulate the organiser, **Asia Excellence Entrepreneur Federation (AEEF)** for their remarkable efforts to organise this grand ceremony.

*Ladies and gentlemen,*

2. Let us ask ourselves, why is branding so important? A brand represent the sum of people's perception of a company's reputation, customer service, advertising, logo and everything related to the company. When all of these parts of the business are working well, the overall brand tends to be good and healthy. Brand will improve recognition and creates trust as well and this will allow our enterprises to stand out in this competitive global market. When any organisation has a clear vision on their brand and able to deliver on the promise of the brand, the entity enjoy the fruits of the labour and subsequently will be able to build brand loyalty among their customers.

3. Economic recession will change the attitude of a consumer and the lifestyle of the people. In light of this, the brand's influence is even more

imperative in this current economic situation. Today, I am more than happy to note that AEEF has put forth their tremendous effort to ensure the **“21st Century The Prestigious Brand Awards 2016”** will become the platform for entrepreneurs to interact and to share their thoughts. I was made to understand that this is a global annual event which comprises not only the entrepreneurs hailing from all over the world but also leaders and society elites.

4. Before I end my speech today, I would like to congratulate all the winners that will be receiving their **“21st Century The Prestigious Brand Awards 2016”**. It is my fervent hope that all award-winning companies and individuals will continue their efforts to strive for innovation and will not halt themselves to create, maintain and improve their companies' brand value.

Thank you.