5. ABA

On 30th November 2021, The ASEAN Business Advisory Council hosted the annual ASEAN Business Award 2021 as part of Brunei Darussalam’s ASEAN Chairmanship year. The event was held virtually, drawing over 1,000 people to watch the live stream on the YouTube channel.

The ASEAN Business Awards (ABA) have been established for over 10 years and aim to recognise such outstanding and successful ASEAN companies contributing to ASEAN’s economic growth and prosperity.

Brunei Darussalam’s ASEAN Chairmanship year acknowledges the struggles of businesses amidst COVID-19 and has translated this into the ASEAN Business Awards 2021 theme; “Recover, Stronger, Together, Sama-Sama”. These awards provide a strategic approach for businesses to survive during a pandemic as it elevates their presence and provides increased credibility and respect within the regional and global business communities.

His Royal Highness Prince Haji Al-Muhtadee Billah ibni His Majesty Sultan Haji Hassanal Bolkiah Mu’izzaddin Waddaulah, the Crown Prince and Senior Minister at the Prime Minister’s Office delivered an opening keynote address noting that “through this difficult time, the business community has shown immense strength and I am proud to be part of an event which celebrates resilience, innovation and the spirit to overcome challenges.”

His Royal Highness emphasised the importance of public-private sector collaboration stressing “Programmes such as the ASEAN Business Roundtables, ASEAN Business and Investment Summit and the ASEAN Business Awards, show that the government and the private sector work hand in hand, great things can be achieved”.

Congratulating the award winners, His Royal Highness called on the business community to grow and contribute further to their country and region.

“The inaugural ASEAN Business Awards in 2007, were the first of their kind in the region, established with the dual objectives of recognizing outstanding and successful ASEAN Economic Community” said Hj Musa bin Hj Adnin, Chair of the ASEAN Business Award 2021 in his welcoming remarks.
He added that the awards also shine a spotlight on promising small and medium-sized enterprises that have the potential of becoming global economic players.

Haji Musa bin Haji Adnin concluded his closing remarks by strongly encouraged companies that have not yet been successful or have not put themselves forward, to prepare for this golden opportunity to partake and not to miss out on the numerous advantages available in the ASEAN Business Award 2022 in conjunction with the ASEAN Chairmanship year 2022 by the Kingdom of Cambodia.

Out of 126 applications received, 86 were shortlisted and 45 were presented the prestigious awards to organisations from ASEAN countries including two non-ASEAN countries in the ‘Friends of ASEAN’ category. There were four organisations from Brunei that won the awards, with one company winning in two categories. The ASEAN Business Awards features 8 categories that included 1) Priority Integration Sectors 2) SME Excellence 3) Young Entrepreneur 4)Women Entrepreneur 5) Friend of ASEAN 6)Inclusive Business 7) Skills Development and 8) Brunei Special Award for Emerging Social Enterprise to commemorate Brunei’s Chairmanship Year 2021.

The Hon. Siti Rozaimeryianty binti Dato Seri Laila Haji Abdul Rahman, Chair of the ASEAN Business Advisory Council 2021 in her ‘Vote of Thanks’ said, “both the winners and all of the nominees are indeed the true champions of ASEAN’s Economic Pillar. She believed that the companies have persevered and proven that opportunities for trade in goods and services as well as wealth creation abound in ASEAN waiting to be seized.

“Year after year, the award winners provide us with fresh perspectives and renewed hope on how to succeed in ASEAN. This is a true cause for celebration and deserves to be recognised’ she added.

The ASEAN Business Awards featured special Remarks by Pn. Hajah Farida binti Dato Talib, Managing Director and CEO of Brunei LNG and Dayang. Hajah Noraini binti Haji Sulaiman, Deputy Managing Director 1 of Bank Islam Brunei Darussalam who are the Lead Partners of the private sectors’ Brunei Chairmanship of ASEAN 2021.

The Awards were presented by sponsors of Brunei’s private sector’s Chairmanship of ASEAN for 2021 that included the ASEAN Business Roundtables, ASEAN Business and Investment Summit and the ASEAN Business Awards.
The event was choreographed by Origin with a 100% local cast showing the best of ASEAN's culture.

ABA 2021 Photos
OPENING KEYNOTE ADDRESS BY HIS ROYAL HIGHNESS PRINCE
HAJI AL-MUHTADEE BILLAH IBNI HIS MAJESTY SULTAN HAJI
HASSANAL BOLKIAH MU'IZZADDIN WADDAULAH,
THE CROWN PRINCE AND SENIOR MINISTER AT THE PRIME MINISTER'S OFFICE,
BRUNEI DARUSSALAM

WELCOMING REMARK BY HJ MUSA BIN HJ ADININ,
MANAGING DIRECTOR, ADININ GROUP OF COMPANIES
AND CHAIR OF THE ASEAN BUSINESS AWARD 2021

SPECIAL REMARKS BY:

FARIDA BINTI DATO TALIB
MANAGING DIRECTOR AND CEO,
BRUNEI LIQUIFIED NATURAL GAS (BLNG)

HAJAH NORAINI BINTI HAJI
SULAIMAN
DEPUTY MANAGING DIRECTOR 1
BANK ISLAM BRUNEI DARUSSALAM (BIBD)

VOTE OF THANKS BY THE HON.
YANTY RAHMAN, CHAIR, ASEAN BUSINESS ADVISORY COUNCIL 2020
RED CARPET

Interview with past ABA winner by Jenny Malai Ali

ASEAN Business Advisory Council

"Recover, Stronger, Together, Sama-sama"

ASEAN BAC BN Secretariat
**ASEAN MEMBER STATES' JUDGES**

The Final ASEAN Judging stage consists of holding a judges meeting for AMS judges to deliberate and select the winners for each award category.

![Judges from ASEAN member states](image)

**BRUNEI ASSESSMENT PANEL**

The Brunei Assessment Panel performed Preliminary Assessment and scoring on applications which have passed the completeness and eligibility checking prior to submission to ABA Judging Panel.

![Panellists from Brunei](image)
ABA 2021 AWARDEES LIST
Selected ABA 2021 Awardees delivered acceptance speeches that were broadcasted during the ABA 2021 Gala Night. Additionally, the list of winners were publicly announced by the event hosts.

ABA 2021 AWARDEES LIST

1. PRIORITY INTEGRATION SECTOR

ICT
KMD COMPANY LIMITED
Mr. Ronald Aung Moe Shin
CEO

SUSTAINABILITY
Veritas Design Group
David M. Hashim, Group President and Director

ENERGY (LARGE TIER)
PTG Energy Public Company Limited
Prat Ratchanotakarn, President and CEO

ENERGY (MID TIER)
Exceltech Solutions Sdn. Bhd.
Haji Mohd. Nor A. Jumaini
Director

FINANCE
United Overseas Bank
Mr. Yap Wai Ming, Managing Director & Head of Group International Management

FOOD & BEVERAGE
Jollibee Foods Corporation
Mr. Tanny H. Tiong, President & CEO

HEALTHCARE
PT. Jilidra Fama, Tbk.
Mr. Viocephio Tjahyadi, President Director
ABA 2021 Awardees List

2. SME Excellence

SME Excellence: Growth
i-Fern Corporation

SME Excellence: Employment
ASEAN Contact Center Co., Ltd.

SME Excellence: Innovation
Pascal Resources Energy, Inc.

SME Excellence: CSR
PT. Putra Multi Cipta Teknikindo

3. Women Entrepreneur

AIC Group of Companies Holding Corp.
Rosmarie Rafel, CEO

Daoheuang Group Limited

SMART INVEST Securities Services

Kinderworld International Group

Natural Wellness Industries Sdn Bhd
4. YOUNG ENTREPRENEUR

5. FRIENDS OF ASEAN

6. SKILLS DEVELOPMENT
ABA 2021 AWARDEES LIST

7. INCLUSIVE BUSINESS

- Big BWN Project
  - Noorhalizah Rashid, Founder

- Shwe Taung
  - Nyo Gy Co., Ltd

- Sok Farm Co., Ltd

- Ecoingenuity Inc

- Amru Rice

- pma
  - PROFIL MITRA ABADI
    - (PT. Profil Mitra Abadi)

- Amazing Speech Therapy

- Akha Ama Coffee

- PLSB (Masala Wheels)

8. BRUNEI SPECIAL AWARD: EMERGING SOCIAL ENTERPRISE

- BRUNEI SPECIAL AWARD EMERGING SOCIAL ENTERPRISES
  - YOUNG ENTREPRENEURS ASSOCIATION OF CAMBODIA (YEA)

- BRUNEI SPECIAL AWARD EMERGING SOCIAL ENTERPRISES
  - COMMUNITY FOR BRUNEI (THE COLLECTIVE ARTS EVENTS)

- BRUNEI SPECIAL AWARD EMERGING SOCIAL ENTERPRISES
  - MALAYSIA TRIZ INNOVATION ASSOCIATION
ABA 2021 AWARDEES LIST

AWARDEES PER AWARD CATEGORIES

- 7 PRIORITY INTEGRATION SECTOR
- 12 SME EXCELLENCE
- 5 WOMEN ENTREPRENEUR
- 3 YOUNG ENTREPRENEUR
- 2 FRIENDS OF ASEAN
- 3 SKILLS DEVELOPMENT
- 10 INCLUSIVE BUSINESS
- 3 BRUNEI SPECIAL AWARD: Emerging Social Enterprise