

**PRESS**



**RELEASE**

2014 年PIE 国际企业卓越大奖

**FOR IMMEDIATE RELEASE (September 2014. Malaysia)** Building upon the success of the CHT Awards & Ball and the iNPENANG Awards for the past 8 years, CHTNetwork presents the new international edition. The inaugural Pinnacle International Excellence (PIE) Awards 2014 marks a bold step forward in making Malaysia another venue on the world map presenting international awards.

PIE Awards was established to confer honour and recognition to brands and organisations, be it local, national or international, the PIE Awards this year rewarded 18 winners with the prestigious recognition as being leaders within their respective categories.

Winners were nominated via a stringent selection process, representing the best of those who have reached the pinnacle of their achievements within three main categories – Emerging Class, National Order and International League

- 1) The **International League** is for organisations who have established their brand in the global arena, having set the benchmark of success in their fields.
- 2) The **National Order** is for recognised organisations that have established their brand throughout Malaysia and are respected as the leading names in their industries.
- 3) The **Emerging Class** is awarded to a select few emerging organisations that have made a positive impact with their visionary business model

This year, over 300 notable VIPs ranging from local and foreign dignitaries, royalties including the guest of honor His Royal Highness Crown Prince of Perlis Tuanku Syed Faizuddin, national and international award nominees, distinguished guests and media attended this black tie event with the theme: "The Good Ol' Days 1950s/60s." at the prestigious colonial Eastern & Oriental Hotel in Penang, Malaysia on 9 August 2014.

Following the final presentation of the awards, the event host Mr Ch'ng Huck Theng who is also the founder of CHTNetwork invited His Royal Highness to unveil the Anak Malaysia Limited Edition Silver Coins which were minted to commemorate the country's 57th year of independence.

The Anak Malaysia Limited Edition Coins are a true representation of multi-cultural, multi-racial identity that defines Malaysian society and marks a first of its kind collaboration between Public Gold Group (Malaysia) and Royal East Pty Ltd (Australia). The figures on the coins are replicas of the internationally acclaimed bronze sculpture series by Ch'ng Huck Theng himself.

The evening came to a close with an auction of luxury items sponsored by Rado and Fujifilm. Guests threw in their bids for the chance of owning a limited edition Rado True Thinline Si3N4 made from nitride de silicium, an ultra-light ceramic and a latest edition of the FUJIFILM X-T1.

PIE Awards this year is proudly supported by sponsors RADO, Fujifilm, Public Gold and One East Museum.

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The deserving organisations cover a variety of categories were announced and honoured during the PIE Awards Ceremony 2014 as follows:

### **International League Winners**

- |                               |   |
|-------------------------------|---|
| 1) (category: AIRLINE)        | <b>AIR ASIA BERHAD (Malaysia)</b>                       |
| 2) (category: ART INVESTMENT) | <b>BEIJING POLY INTERNATIONAL AUCTION (China)</b>       |
| 3) (category: ARTS & CULTURE) | <b>MULTICULTURAL ARTS VICTORIA (Australia)</b>          |
| 4) (category: LOGISTICS)      | <b>CROWN WORLDWIDE (Hong Kong)</b>                      |
| 5) (category: HOSPITALITY)    | <b>HARD ROCK HOTEL (Singapore/ Indonesia/ Malaysia)</b> |

### **National Order Winners**

- |                                   |  |
|-----------------------------------|--|
| 1) (category: HEALTHCARE)         | <b>GLENEAGLES PENANG</b>                       |
| 2) (category: INVESTMENT)         | <b>PUBLIC GOLD</b>                             |
| 3) (category: LIFESTYLE RETAIL)   | <b>GURNEY PLAZA</b>                            |
| 4) (category: MANUFACTURING)      | <b>ARITA PLASTICS INDUSTRIES (M) SDN. BHD.</b> |
| 5) (category: MEDI-WELLNESS)      | <b>CELEBRE</b>                                 |
| 6) (category: PROPERTY DEVELOPER) | <b>HATTEN GROUP SDN. BHD.</b>                  |
| 7) (category: TOWNSHIP DEVELOPER) | <b>EUPE CORPORATION BHD.</b>                   |

### **Emerging Class Winners**

- |                                      |                                   |
|--------------------------------------|-----------------------------------|
| 1) (category: FINE DINING - CHINESE) | <b>MAPLE PALACE RESTAURANT</b>    |
| 2) (category: LIFESTYLE DECOR)       | <b>NASIM CARPETS</b>              |
| 3) (category: TOURISM - ATTRACTION)  | <b>MY NATURAL CRYSTAL GALLERY</b> |
| 4) (category: TOURISM - CHOCOLATIER) | <b>THE CHOCOLATE BOUTIQUE</b>     |
| 5) (category: TOURISM - HERITAGE)    | <b>HAKKA VILLAGE</b>              |
| 6) (category: TOURISM - SOUVENIR)    | <b>GARTIEN</b>                    |

### **ABOUT CHTNETWORK:**

Established in year 2008, CHTNetwork is a network founded to create a dynamic platform for businesses to grow, ideas to be generated and people in the know to be connected.

[www.chtnetwork.com](http://www.chtnetwork.com)

For more details about PIE Awards 2014, kindly log on to [www.pieawards.com](http://www.pieawards.com)

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