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Welcome to the Merdeka issue of ASCEND, where we proudly celebrate Malaysia's remarkable 66 years of independence. As we commemorate the nation's journey since gaining freedom in 1957, we also delve into the country's efforts in environmental conservation, recognising that preserving our natural heritage is an integral part of our collective responsibility.

In this issue, we celebrate exceptional individuals like Michelle Yeoh, who is not only the "pride of Malaysia" but also an "inspiration to all women and Malaysians," showcasing the incredible talent and resilience within our nation. Additionally, we shine a spotlight on accomplished sports athletes who have brought glory and honour to Malaysia through their exceptional performances.

But that's not all! We bring you untold stories of historical Malaysian landmarks that bear witness to the nation's progress and transformation over the years. These landmarks serve as a testament to the rich tapestry of our history and heritage. And if you're in need of some relaxation or excitement, we have you covered. Take a short trip with your family to one of the newly opened 5-star hotels or indulge in the latest offerings from the Proton x90. Additionally, for those who wish to support local brands, we invite you to explore the Merdeka-themed bazaar, where you can discover unique products that showcase our national spirit. We also embark on a journey to discover the success stories of our own Malaysian brands on the international stage.

Let their stories resonate and remind us of the strength, unity, and beauty that are imprinted within our Malaysian identity.

Hello

Malaysia Boleh!

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Moreover, we uncover the Essence of Being Proudly Malaysian through heartfelt stories shared by three individuals. Take a captivating journey as we immerse ourselves in their perspectives and unravel the true meaning of Malaysian identity.

PUBLISHED BY AFFIN

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Let's meet AFFINA

AFFIN BANK's Digital Assistant

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Proudly Maile States Sta

In this spirit of celebration, we have come together to pay tribute to the extraordinary individuals who have not only enriched our lives but have also made us immensely proud to be Malaysians. Today, we shine a spotlight on those remarkable people who, in the first two quarters of this year, have left an indelible mark on our society, contributing to the tapestry of our nation's success.

Tan Sri Michelle Yeoh

In a groundbreaking triumph, Tan Sri Michelle Yeoh has emerged victorious at the 95th Academy Awards (The Oscars), securing the esteemed title of Best Actress. Her extraordinary performance in the film Everything Everywhere All At Once has not only bestowed her with this prestigious accolade but has also etched her name in history as the first Malaysian and Asian to claim such an honour. During her powerful acceptance speech, she delivered a resounding message of hope and empowerment, reminding all the aspiring boys and girls who resemble her that dreams do come true, and defying age-related stereotypes, she boldly declared that women should never be undermined in their prime.



Jared Lee

Jared Lee, the visionary founder of YouTube channel Grim Film, has garnered numerous accolades throughout his career. Notably, he clinched the prestigious Best Drama award at America's Soul 4 Reel International Film Festival in 2013 for his work on The Long Distance Relationship, and later achieved double triumph at the 2018 Vancouver WebFest in Canada, securing Best Pilot and Best Special Effects for The Last 7. Now, in a remarkable milestone, Lee is set to make his debut appearance at the esteemed 2023 Cannes Film Festival with his latest short film, Horologist, earning a coveted spot in the Cannes Short Film Corner.

Read more on tatlerasia.com

Malay arthouse horror film Tiger Stripes made history as the first Malaysian film to win the top prize for Best Feature at the Cannes' Critics' Week, a renowned section dedicated to debut or sophomore films within the prestigious Cannes Film Festival. Directed by Amanda Nell Eu and produced under her Ghost Grrrl Pictures, Tiger Stripes revolves around a 12-year-old girl navigating the perplexities of puberty. The cast includes talented newcomers Zafreen Zairizal, Deena Ezral, and Piqa, alongside established actors Shaheizy Sam and Fatimah Abu Bakar.

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GRAND PRIZE

Thinaah Muralitharan and Pearly Tan

Malaysian pair Muralitharan and Tan achieved a remarkable victory in the round of 16, defeating Rena Miyaura and Ayako Sakuramoto. Ranked 11th in the world, the duo engaged in an astonishing 211-shot rally during the final set, showcasing their determination and athleticism. This extraordinary exchange is said to be one of the longest ever witnessed in a competitive badminton setting. Ultimately, Tan's skillful disguised drop shot proved unreachable for Sakyramoto, securing a well-earned point for the Malaysians and igniting the crowd's enthusiastic response.

You can watch the entire rally <u>here</u>

Tiger Stripes Directed by Amanda Nell Eu

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FEATUREISSUE 02 / 2023The untold stories of 5 historical Malaysian landmarks

Uncover the untold stories of five historical Malaysian landmarks that have shaped the nation's cultural identity and early years of independence. Join us as we celebrate Merdeka and delve into the captivating narratives behind these iconic buildings with insights from renowned architectural historian Dr. Lai Chee Kien and architect Ang Chee Cheong, co-authors of The Merdeka Interviews.

1. Parliament House



Till today, the Parliament House is used in Jabatan Kerja Raya's logo, a rare instance of a building being a logo of a major government institution.



(Left) The Parliament Building, back then. Source: The Merdeka Interviews (courtesy of the authors). (Right) Image Credit: CEphoto, Uwe Aranas

3. Subang Airport

DID YOU KNOW?

The large collonaded hall design was a forerunner for its time and would be later replicated in the design for KLIA and even Stansted Airport in London.

The Untold Stories of Historical 5 Malaysian Jandmarks

2. Masjid Negara



The construction of the mosque was partly funded by a donation drive with contribution from all Malaysians. Malaysia Boleh, indeed!



(Left) The road leading to the Masjid Negara as it was back then. Many of the road structures in the surrounding area has remained the same until today. Source: The Merdeka Interviews (courtesy of the authors).

4. Tugu Negara



Our National Monument was originally conceived as a non-figurative sculpture but was changed when Tunku Abdul Rahman visited the Washington Marine Corps War Memorial in 1960 and was moved by the power of the piece.



(Left) Subang Airport's Terminal 1 which was used for international flights. (Right) Subang Skypark was originally known as Terminal 3 and catered for domestic flights. Source: The Merdeka Interviews (courtesy of the authors).



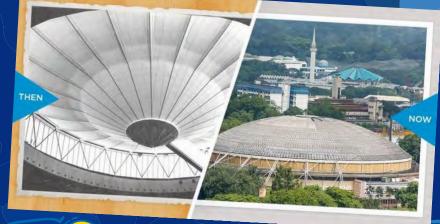
(Left) Actual Security Forces personnel, posing for the sculpture that would eventually be the Tugu Negara. Source: The Merdeka Interviews (courtesy of the authors).

5. Stadium Merdeka and Stadium Negara

Both stadiums were designed by Tan Sri Dato' Stanley Jewkes, an American architect who was then the Director of the Public Works Department (JKR) who was also a close friend of Tunku Abdul Rahman. In the belief that sport was a good agent in uniting the people, Tunku gave special emphasis on this project.

(Left) Stadium Merdeka, halfway through its construction. Source The Merdeka Interviews (courtesy of the authors)

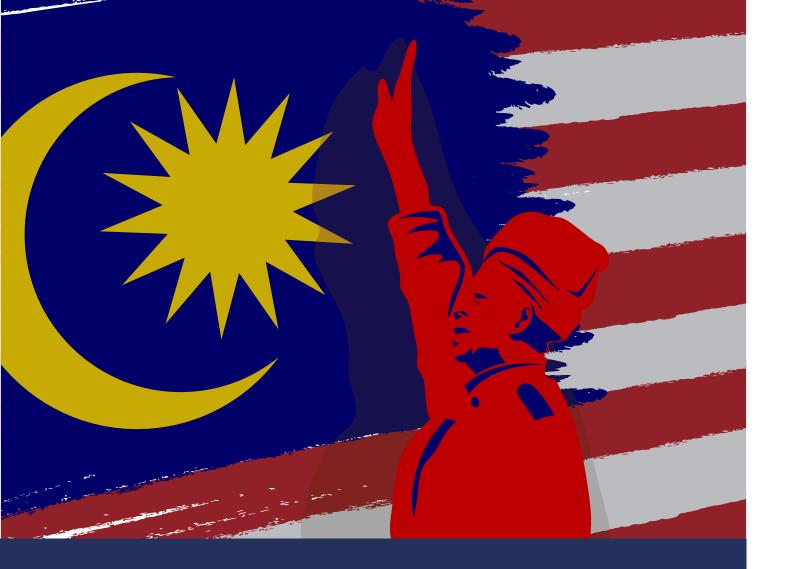




(Left) The Stadium Negara roofing, built from compressed paper and resin sheets to meet budgetary and technical demands. Source: The Merdeka Interviews (courtesy of the authors). (Right) Photo by CEphoto, Uwe Aranas

As land was excavated to form the bowl upon which the stadium was built, the earth was relocated to the Masjid Negara site to fill in the valley, thus establishing a mutual bond with each other sitting on 'common ground'.

Already up to his neck with work as the Head of PWD, Jewkes designed the pair of stadiums mostly after work and on weekends on his kitchen table at home.



Discovering the Essence of Being Proudly Malaysian

Uncover the Essence of Being Proudly Malaysian through the heartfelt stories shared by three individuals. Through the perspectives of three individuals, immerse yourself in a captivating journey that unravels the true meaning of Malaysian identity.

The **4** Questions

- Best Things to do in Merdeka
- What it means to be Malaysian? / What makes you proud to be Malaysian?
- What food are you proud to be Malaysian? Why?
- Have your feelings about Merdeka evolved or changed over the years? If so, in what ways?



Discovering the Essence of Being Proudly Malaysian



Question 1

Raise the flag and watch the Merdeka parade.

Question 2

I am proud to live in a country rich in culture and diversity.

Question 3

Nasi Kandar is renowned for its rich and intense flavours. This Malaysian dish is characterised by a harmonious blend of aromatic spices and herbs, such as turmeric, cumin, coriander, and chili, resulting in a unique and tantalising taste profile that is both spicy and flavourful. The bold and robust flavours of Nasi Kandar can be highly addictive for those who appreciate spicy cuisine. With its diverse range of flavourful spices, wide variety of choices, generous portions, affordability, and cultural experience, Nasi Kandar has become a popular and enjoyable choice for many food enthusiasts.

Question 4

It has evolved in a good way with grander celebrations/ parades/ March past.





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FOCUS | ISSUE 02 / 2023 Discovering the Essence of Being Proudly Malaysian



Question 1

Since it is a public holiday, it is best to spend time with family. We will have breakfast together with our parents and children, and then embark on a road trip or food hunting adventure. We might plan to escape from the city and visit a small fishing village like Sekinchan. Malaysia is home to many quaint towns and villages that are brimming with distinctive cultures, sights, delicious food, character, and charm. All of these places are worth visiting.

Question 2

Malaysia is a culturally diverse country with a unique mix of Malay, Chinese, Indian, and other ethnic groups. The people of Malaysia contribute to its vibrant society, embracing diverse cultures and fostering empathy and acceptance. Being multilingual, I take pride in speaking multiple languages, including various dialects.

Question 3

Malaysian cuisine is diverse, with a unique blend of sweet, sour, rich, and spicy flavours. Nasi Lemak, the national dish of Malaysia, symbolises unity and represents the essence of Malaysian cuisine.

Question 4

The economy has grown rapidly, promoting peace, prosperity, and harmony. National unity, racial harmony, and cultural appreciation have flourished. Incomes, employment, and quality of life have steadily improved.

Celebrating Merdeka is more than waving flags and shouting slogans; it's about remembering our past, appreciating our freedom, and coming together in unity for the love of our country. Emphasising the importance of unity and patriotism is crucial.

Let us guide the next generation in understanding and building a better Malaysia.



Commemorating Merdeka involves displaying the National Flag, Jalur Gemilang, correctly and educating ourselves about Malaysia's historical figures. Revisiting our independence's events reminds Malaysians, especially the younger generation, of the importance of living harmoniously and cherishing our freedom.

Question 2

As a child, being Malaysian meant colouring the Jalur Gemilang, competing in Merdeka activities, and joining quizzes. As a university student abroad, being Malaysian meant explaining our location near Singapore and Indonesia, sometimes mistaken for the American flag.

Being Malaysian as an adult means rediscovering our history and understanding that freedom goes beyond the physical. Most importantly, being Malaysian is experiencing kindness from fellow countrymen, meeting Malaysians unexpectedly, and feeling a strong unity despite our differences.

Choosing just one or two from Malaysia's food offerings is tough since it's a food paradise. Picking just a couple of dishes from Malaysia's food heaven is tough. Nasi Lemak is my comforting favourite, a fond memory from my school days when my father would buy it for breakfast. Putu Mayam is my go-to sweet treat with its delightful mix of gula melaka and satisfying texture.

Question 4

Being born in a country that achieved independence is a privilege. As a young adult, Merdeka felt like just another celebration. But as I grew older, I realised the importance of our independence for shaping who we are. Though Malaysia isn't perfect, we strive for harmony and protect our independence each day.

Question 1

Question 3

LEISURE



Award-Winning Japanese Architect, Kengo Kuma Designs

Hyatt Centric Kota Kinabalu

The Hyatt Centric Kota Kinabalu is a unique hotel located in the heart of Kota Kinabalu, Malaysia. As the first of its kind in Malaysia and Southeast Asia under the Hyatt Centric group, it offers convenient access to attractions, shopping, and is just 20 minutes away from the Kota Kinabalu International Airport. The hotel is also a short five-minute walk from the Jesselton Point Pier.

Designed by renowned architect Kengo Kuma, this 222-room hotel beautifully incorporates elements of the Borneo forest and rocky mountains into its architecture. Bamboo, water features, and seashells are used throughout the hotel, from the lobby and lounge to the guestrooms and all-day dining area. Each concept aims to bring the heart and essence of Sabah to your stay.

The design of the guestroom lobbies and corridors is influenced by the local traditions and surrounded by Sabah's pristine nature. Inspired by the ethnic group Kadazan Dusun culture and their traditional clothing, the rich patterns and tones add a touch of local heritage to the hotel's ambiance.



ISSUE 02 / 2023 Hyatt Centric Kota Kinabalu





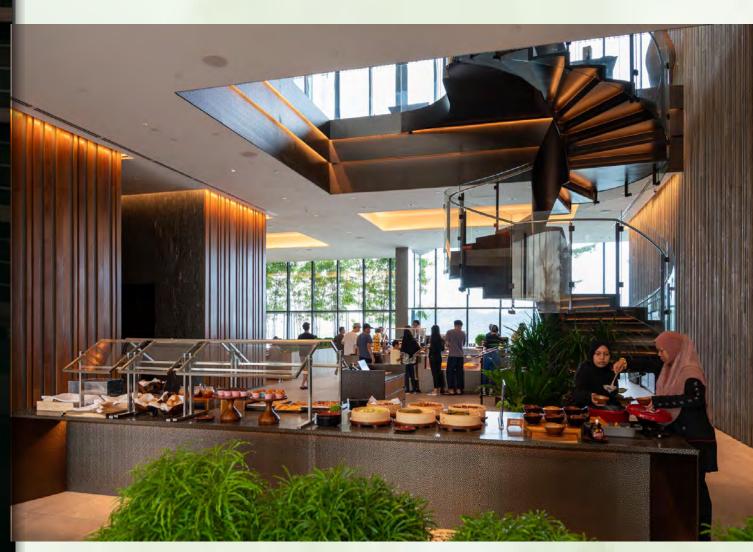
LEISURE | ISSUE 02 / 2023 Hyatt Centric Kota Kinabalu

// Hill or Sea Views - Stay Picture-Perfect

The hotel rooms at Hyatt Centric Kota Kinabalu offer a serene and zen-like atmosphere. Guests have the choice of hill or sea views, making their stay picture-perfect. These rooms are ideal for solo travellers, families, and couples, featuring a Japanese minimalist interior design that promotes tranquillity. The neutral colour palette creates a harmonious blend of nature and heritage-inspired elements. Additionally, captivating art pieces depicting Sabah's beauty, such as Regev Amrani's artwork showcasing Mount Kinabalu, adorn the walls.

The rooms are equipped with modern amenities, including a 55" Smart HDTV, Nespresso coffee maker, minibar, and complimentary snacks. The spacious bathroom features a vanity table, plush bathrobes, and a walk-in rain shower. What sets these rooms apart is the private six-sqm balcony that offers breathtaking views. Imagine waking up to the stunning sea view and enjoying a leisurely morning on the cosy lounge chair with a cup of coffee.

Although the bed is incredibly inviting, there is also a separate space for work, ensuring a clear distinction between work and leisure. For couples travelling together, there is ample room to relax and get work done comfortably.





ON23, the rooftop bar, offers a stunning view of the hills and seas. The floor-to-ceiling windows create a bright and inviting atmosphere. It's the perfect spot to witness Kota Kinabalu's breathtaking sunsets, with shades of red, orange, blue, and purple painting the evening sky. Enjoy the enchanting starry night as you sip on delicious cocktails.

To learn more about this promotion, please visit their website. www.hyatt.com/hyatt-centric/bkict-hyatt-centric-kota-kinabalu

ON22 restaurant



1 King bed, Sea View





2 Twin beds, Hill View



// After a long day of relaxation and exploration it's time to eat.

ON22 restaurant on the 20th floor offers a blend of Asian and Western cuisine. With breathtaking views of the sea and hills,

the modern space provides a delightful dining experience. Led by Chef Jun, the menu features sharing plates and treats like lamb shank rendang, grilled salmon with laksa sauce, chili lobster pasta, wok-fried sea bass, braised beef cheek, butter prawns, and curry cauliflower. The three dining sections draw inspiration from Kota Kinabalu's sea, forest, and mountains.

Enjoy up to 15% off when you book a hotel room with a private balcony for a minimum 7-night stay at Hyatt Centric Kota Kinabalu.



1 King bed, Hill View



King Suite



Explore Malaysia's **Diverse Culinary** Tapestry

Experience the fusion of traditional Malaysian recipes with contemporary innovation in inspired tasting menus that showcase the vibrant blend of fragrant spices, unique ingredients, and culinary techniques. Discover the enchanting world of Malaysia's extraordinary gastronomic tapestry and tantalise your taste buds with the flavours that define its culinary heritage.

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Akâr Dining @akar.dining

* Tatler Top 20 Restaurant 2021 ***** MICHELIN Selected 2023

- ***** Tatler Top 20 Restaurant 2023
- 📅 Thursday-Sunday | 😥 18:00-23:00
- 🔎 109, Jln Aminuddin Baki, Taman Tun Dr Ismail, 60000 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur

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Experience Akar Dining, where you can savour an impressive Malaysian-inspired tasting menu that showcases the diversity of local produce. This eight-course culinary journey presents beautifully presented dishes with unique textures and flavours. Each course is thoughtfully paired with wine, offering a delightful combination. Don't miss the signature dish, Terroir, which highlights local herbs and vegetables to be savoured individually. The desserts, like the bunga kantan sorbet with yoghurt nitrogen crumbles and engkabang sugar wrapped in edible rice paper, provide a playful and satisfying conclusion to the meal. Akar Dining works closely with seasonal ingredients, ensuring the menu reflects freshness and variety. Be sure to try the wine pairing, including the unique Sarawakian rice wine, tuak, which complemented the pre-dessert course during our visit. Signature dishes not to be missed include Terroir, Aged Duck, and Scallop Umai.

ISSUE 02 / 2023 Explore Malaysia's Diverse Culinary Tapestry



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FOOD | ISSUE 02 / 2023 Explore Malaysia's Diverse Culinary Tapestry

RESTORAN

RasaNya



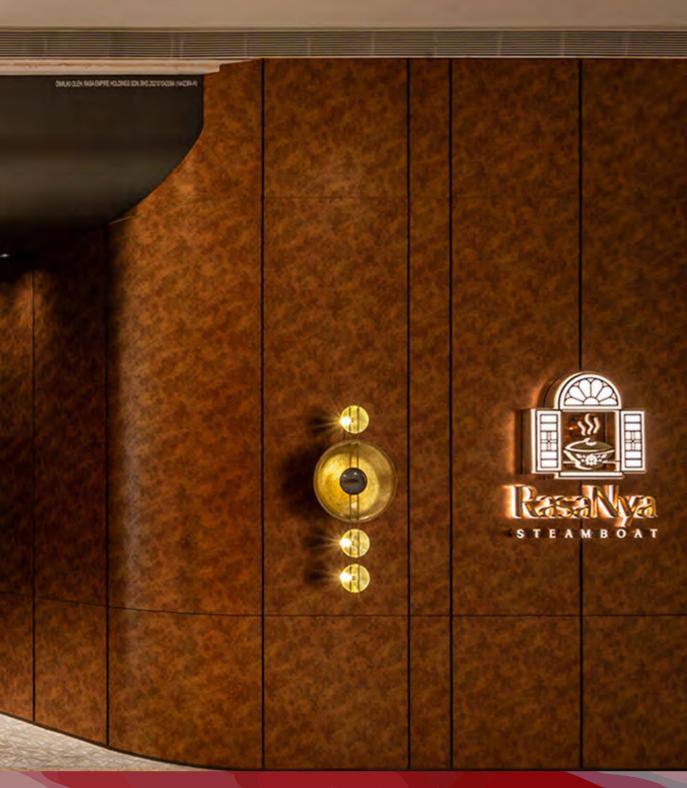
🕑 11am - 10pm

Experience RasaNya, the culinary haven where vibrant flavours from Chinese, Malay, and Western cultures converge in an exquisite steamboat dining experience. Located in Kuala Lumpur's heart, RasaNya is renowned for serving the best steamboat in KL, catering to diverse races and ethnicities.

Embrace the communal dining experience as you indulge in our carefully curated menu featuring fresh seafood, succulent meats, crisp vegetables, and homemade dipping sauces. Each ingredient is meticulously sourced to ensure the highest quality and utmost satisfaction.

RasaNya stands apart with its commitment to honouring the Peranakan culinary heritage. Our steamboat experience showcases authentic Peranakan dishes, blending Chinese and Malay flavours in a delightful fusion that reflects Malaysia's rich cultural tapestry.

The menu extends beyond steamboat offerings, encompassing complimentary appetisers, sides, and desserts, providing a well-rounded dining experience that satisfies every palate. Discover the ultimate hotpot haven that celebrates Malaysia's diverse culinary traditions.



RasaNya Steamboat @rasanyasteamboat

🔆 Nyonya Inspired Steamboat Restaurant

Level 8, Lot 8.105.00, Pavillion Elite

PROTON X90

PROTON (E) INTELLIGENCE THAT EMPOWERS

Fuelling Excitement for Merdeka's 66th Anniversary

As Proton celebrates its 40th anniversary of incorporation, the highly anticipated Proton X90 takes centre stage, igniting anticipation for Merdeka's 66th celebration. This robust three-row SUV, designed for those seeking a blend of power and luxury, aims to captivate enthusiasts with its impressive features. Positioned as the elder sibling to the successful X50 and X70 models, the Proton X90 represents the brand's bold entry into the New Energy Vehicle (NEV) market. With its arrival coinciding with the milestone of Merdeka's 66th anniversary, the Proton X90 is poised to fuel excitement and leave an indelible mark on the automotive industry.

Unparallelled Comfort and Spaciousness: Exploring the Proton X90's Interior

Inside the cabin, the Proton X90 impresses with its three spacious rows of seating. The top-spec Flagship version boasts two captain chairs in the middle row, adding an extra touch of luxury. For other trims, a bench-like second row provides comfortable seating for passengers.

The interior is thoughtfully designed and equipped with numerous creature comforts. Some notable features include:

• 12.3-inch touchscreen infotainment unit: The X90 offers a large, user-friendly touchscreen display for seamless control of entertainment and connectivity features.



REVIEW | ISSUE 02 / 2023 Proton X90 – Intelligence That Empowers





- Full LCD metre cluster (Executive, Premium, and Flagship): The instrument cluster showcases a modern and vibrant full LCD display, providing clear and detailed information to the driver.
- Dual-zone automatic climate control with N95 cabin filter: The X90 ensures a pleasant and clean atmosphere inside the cabin with its dual-zone automatic climate control system. Additionally, the inclusion of an N95 cabin filter enhances air quality for a healthier driving experience.

These features enhance the overall comfort and convenience of the Proton X90, making every journey a pleasurable one for both driver and passengers.

Proton X90 Engine specifications

All variants of the Proton X90 feature the same 48V mild hybrid system, consisting of a 1.5-litre three-cylinder TGDI engine and a Belt Starter Generator (BSG). The engine produces a maximum power of 177 hp and peak torque of 255 Nm, while the BSG contributes an additional 13 hp and 45 Nm. Combined, the system delivers a total output of 190 hp and 300 Nm of torque.

Proton claims that the innovative 48V Electric Motor Synergy (EMS) System provides enhanced performance, improved fuel efficiency, and reduced emissions. Power is transmitted to the front wheels via a 7-speed

dual-clutch transmission. The Proton X90 offers three driving modes to choose from: Eco, Comfort, and Sport.

The Proton X90's Executive variant and above offer enhanced features, including a new 360-degree parking monitor with a 3D display mode. This feature aids in better management of the spacious crossover, particularly during daily parking manoeuvres.

The X90's upgraded infotainment unit showcases increased size and resolution, along with improved processing power. This results in enhanced graphics and smoother operation, particularly for connectivity-related functions such as navigation, media streaming, playback, and voice command functionality through the "Hi, Proton..." suite.

In summary, the Proton X90's higher trim levels offer additional features such as a 360-degree parking monitor, autonomous parking, advanced driver assistance systems, and an upgraded infotainment unit, providing greater convenience, safety, and technological sophistication to enhance the overall driving experience.

For more information on Hire Purchase Financing, please contact your nearest AFFIN BANK/AFFIN ISLAMIC Branch, or visit our website at www.affinalways.com/en/affin-bank-vehicle-loan

It's Smarter And Safer Than The X50 & X70



The Evolution of a Malaysian Icon



Sunway Resort, located in Sunway City Kuala Lumpur, is an exceptional five-star hotel that recently underwent a remarkable transformation with a budget of US\$60 million. Reopening in phases from Q2 2022, the resort is set to become Southeast Asia's premier fully-integrated hospitality destination, catering to visitors from Singapore and beyond.

The transformation of Sunway Resort reflects the evolution of the Sunway Group, a prominent conglomerate in Southeast Asia. The company has unveiled new branding, featuring a reimagined swan logo that symbolises warmth, comfort, and genuine hospitality.

The hotel's revamp boasts 12 new room and suite categories, an opulent lobby adorned with 24k gold leaf ceilings, and stunning landscaped pools with underwater speakers and fibre-optic lighting. Guests can look forward to delightful dining experiences at the vibrant New York-style diner and burger bar. Notably, the resort's pinnacle lies in its partnership with world-renowned chef Gordon Ramsay, who will bring his famous restaurant brand, Gordon Ramsay Bar & Grill, to this luxurious location, marking its first venture outside London.

Sunway Resort Hotel



Room හි Suites

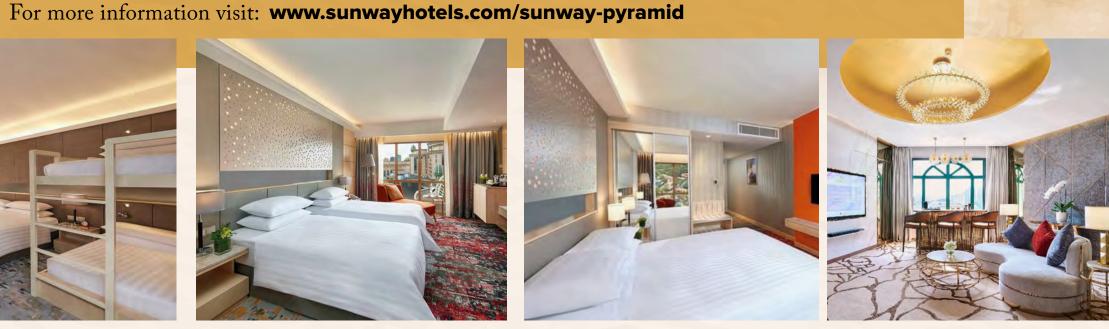
// Sustainable Design Meets Cutting-Edge Technology

Designed by Nelson Yong, the Chief Principal Designer of Sunway Design, the reimagined spaces at Sunway Resort offer a bold and glamorous vision for the future. The hotel embraces cutting-edge technology to enhance the guest experience, offering contactless cheque-in, keyless room entry, and motion sensor night lights in rooms and suites. The property also introduces "iButlers" to assist guests with setting up devices and providing demonstrations, while spa-inspired bathrooms feature chromotherapy showers and wall-embedded TVs for a luxurious and rejuvenating stay.

Sunway Resort's transformation includes unique bespoke room categories catering to different needs. The Corporate Suites offer a fully-connected office space with essential amenities, while the Wellness Suite features in-room fitness equipment and ambient sound and light machines. The Family Fun Suite provides the latest in virtual entertainment with a multi-player game console, large screens, and a karaoke

Gordon Ramsay's renowned restaurant, Gordon Ramsay Bar & Grill, is set to make its international debut outside of London at Sunway Resort in Sunway City Kuala Lumpur, becoming the flagship hotel's new signature dining destination. Ramsay's menu for the restaurant draws inspiration from his experiences in Malaysia during travel documentaries, while also incorporating his signature touch of British influence. The collaboration between the acclaimed chef and Sunway Resort promises to offer visitors and guests an all-round wonderful dining experience, complementing the resort's transformation into Southeast Asia's premier fully-integrated hospitality destination. With its unique blend of British and Malaysian flavours, the restaurant is poised to become a sought-after dining destination in Kuala Lumpur's vibrant food scene.





FAMILY ROOM

DELUXE TWIN ROOM



machine, ensuring a delightful stay for families, wellness seekers, and corporate travellers.

// Gordon Ramsay Bar & Grill

DELUXE PARK KING ROOM



BRANDS YOU NEVER KNEW WERE FROM MALAYSIA

We explored Malaysian brands that have achieved international success, excluding well-known Malaysian brands like CIMB or Proton. After thorough research, we discovered 5 surprisingly Malaysian brands that many people may not be aware of. Let's celebrate Malaysia Boleh!

1. JIMMY CHOO

Jimmy Choo, a Malaysian-born brand, gained global recognition for its luxury shoes and accessories. Founded by Jimmy Choo himself, who learnt shoemaking from his father, the brand's success soared after catching the attention of Vogue magazine. Jimmy Choo's exquisite designs, crafted with exceptional Italian craftsmanship, are worn by prominent figures like Michelle Obama, Halle Berry, Madonna, and are coveted by fashion enthusiasts inspired by Sex and the City. The brand even claims to have been a favourite of the late Princess Diana.

munchys

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2. MUNCHY'S

Munchy's, a well-known biscuit brand in Malaysia, holds a special place in the hearts of many who grew up in the country. Its delicious range of childhood biscuits has brought joy to countless individuals. From their iconic "Oat Krunch" cookies to the

delightful "Cream Crackers," Munchy's has been a beloved part of Malaysian childhoods for years. The brand's commitment to quality and innovation has made it a household name, providing fond memories and tasty treats for generations.

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FOCUS | ISSUE 02 / 2023 5 Brands You Never Knew Were From Malaysia

3. BRITISH INDIA

British India, a renowned Malaysian brand, combines colonial charm with modern fashion. With elegant dresses, tailored suits, and stylish casual wear, the brand captures timeless elegance. Known for its attention to detail and quality craftsmanship, British India reflects the fusion of tradition and contemporary trends. Embracing sustainability and ethical practises, the brand is recognised locally and internationally. Celebrating Malaysia's rich heritage, British India presents a unique blend of cultural fusion in its fashion offerings.



Baba's, a well-known brand, has been a go-to choice for Malaysians and others seeking flavourful and convenient cooking solutions. With a wide range of premium spices, flours, and pre-mixers, Baba's products have brought smiles to countless kitchens. It's no surprise that Baba's is a staple in one out of every three Malaysian meals. Starting as a small business in 1977, Baba's has grown through word of mouth, becoming a trusted choice for home cooks. Their exceptional quality and flavours have made Baba's a household name, bringing joy to meals across Malaysia.



5. BERYL'S

Beryl's is a Malaysian brand offering high-quality premium chocolates at affordable prices. Established in 1995, their mission is to create exquisite chocolates and confectionery delights.

Beryl's chocolate selection includes white, milk, and dark chocolate. With exports to Singapore, Macau, Hong Kong, Japan, the Philippines, Vietnam, and Thailand, Beryl's has gained popularity across Asia. Their products are widely available in major hypermarkets, department stores, chain stores, convenience shops, and retail outlets.





4. BABA'S & U





Craftsmanship

Experience the vibrant atmosphere of the Merdeka Weekend Bazaar Market at Central Market Kuala Lumpur, where you'll find more than 350 shops and kiosks filled with a treasure trove of handicrafts, batik, souvenirs, antiques, and collectibles.



Unleash your creativity with **DIY Batik Painting**, marvel at the captivating illusions of the **3D Art Museum**, explore your destiny through **Fortune** Telling, adorn yourself with stunning Henna Art, and appreciate the elegance of Chinese Seal engraving. Delight your taste buds with a culinary journey through a variety of must-visit restaurants and eateries.

Merdeka Ria with

Immerse yourself in the rich Malaysian culture as you witness craft-making demonstrations, encounter personalised artwork, and join in the vibrant festive celebrations. The Merdeka Weekend Bazaar Market at Central Market is a perfect destination to celebrate our independence while embracing the essence of Malaysian craftsmanship, cuisine, and cultural heritage.



KLLF Merdeka Edition

Event Date : 25 - 27 August 2023 **Time : 10:00AM - 8:00PM**

KLLF Merdeka Edition is to celebrate the birth of Malaysia and a gathering that unites all lifestyle lovers that share the same interest in 💞 #ART 🌭 #FASHION 🎝 #MUSIC 浴 **#STREETCULTURE *#HERITAGE** Event | ISSUE 02/2023 Merdeka sixty6 run

Category 5KM Flag off-time 7.30 am | 7.20 am

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10KM

MÉRDEKA (* sixty6RUN

tanahtumpahnyadarahku

Celebrate our 66th year of independence with the Merdeka sixty6 Run Powered By JomRun®! Showing your patriotism as we come together for this exciting event. Upon registration, you'll receive fantastic entitlements including the Ultron® Event Jersey, a Finisher Medal exclusively for those who complete the run, a Race Bib, an E-Certificate, light refreshments, and personal accident insurance.

Don't miss out on this opportunity to participate registration ends on 11th August, 2023, at 11:59 PM (GMT +08:00). Lace up your running shoes, embrace the spirit of Merdeka, and be proud as a finisher to receive your well-deserved Finisher Medal!

CLICK TO REGISTER NOW

www.jomrun.com/event/Merdeka-sixty6-Run

0 KUALA LUMPUR

> Merdeka Kita Pasar Nostalgia

Event Date : 31 August - 3 September 2023 **Time : 10:00AM - 8:00PM**

We aim to ignite meaningful interactions, sharing subcultures and trends with unwavering authenticity. 🌮 #ART 🛳 #FASHION 🎝 #MUSIC 浴 #STREETCULTURE */#HERITAGE

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Venue

Dataran

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ISSUE 02 / 2023 AFFINGEM - Recognising and Empowering Women Entrepreneurs

AFFIN GEM **Celebrates the Power of Women Entrepreneurs**

In a world where women entrepreneurs are making significant strides, AFFINGEM stands out for its exceptional support and recognition of these outstanding industry playmakers. AFFINGEM celebrates our remarkable women entrepreneurs across industries with our strategic collaborators such as Business Media International Sdn Bhd (BMI), MyStartr Sdn Bhd, and Sidec Sdn Bhd:



Dream Factory Startup Contest

mystartr

Dream Factory Startup Contest (DFSC) – AFFINGEM Awards

Introduced in 2022, the AFFINGEM Awards, presented at the Dream Factory Startup Contest, recognises and honours women entrepreneurs who embody sharp business acumen, creative thinking, and unwavering commitment. By providing a platform to showcase their innovative ideas and ventures, AFFINGEM inspires these remarkable women to push boundaries, fostering an environment of entrepreneurial excellence.



Ren Chong Calmelon Founder

Calmelon offers safe and natural skincare products for babies, providing parents with peace of mind.

2022 Winners



Rena Yap **KidsWeLearn Founder**

KidsWeLearn creates interactive books and learning materials for early childhood education, making learning fun and meaningful.



Neo Livin Founder

Neo Livin focuses on bringing aesthetic furniture and lifestyle to everyone's home through a tech-based direct-to consumer (DTC) start-up.

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SME100 Awards Malaysia – AFFINGEM Women Entrepreneur Awards

Presented at the SME100 Awards Malaysia since 2021, the AFFINGEM Women Entrepreneur Awards exemplify AFFINGEM's commitment to championing successful Malaysian women entrepreneurs. This esteemed recognition honours exceptional women-led and/or women-owned businesses who have brought about transformative change in their fields. By shedding light on their achievements, AFFINGEM empowers women to inspire future generations and continue their trailblazing journey.

BMI 🔏 AFFIN GEM Awards

AEO Freight Sdn Bhd specialises in logistics in Penang, driven by the goal of increasing Bumiputera representation in the industry.



Intergateway Freight Sdn Bhd provides comprehensive freight services in Malaysia, Singapore and Thailand.









Fuyu Dezain Sdn Bhd is a software company mainly focused on investment and business solutions.



Ace Thinker Sdn Bhd is a passionate advocate for education and lifelong learning.

2021 Winners



Team Some Sdn Bhd is a halal-certified pau & dim sum manufacturer company with the vision to share the joy and culture of dim sum worldwide.



Armila Berhad specialises in high-quality cosmetics, skincare, health products, hijabs, and more.

Green Herbology Sdn Bhd provides the community with 100% natural ingredient products, with the aim to bring genuine value to lives.

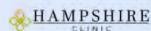


Star Glory Asia (M) Sdn Bhd is a leading wholesaler of duty-free products and renowned for importing coveted brands in the Asian region.





Finworld Technology Sdn Bhd is a software company mainly focused on investment and business solutions.





Hampshire Healthcare Sdn Bhd aspires to offer in-depth medical-related consultations and procedures, enabling individuals to reach their full potential.



Oregon Property Consultancy Sdn Bhd provides consultancy services as approved by the Board of Valuers, Appraisers, and Estate Agents, Malaysia.

Å DR. A CLINIC SKIN & LASER

Dr A Clinic

is a certified healthcare centre in

Kuala Lumpur, offering with a wide

range of treatments.



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Hernies Ventures

is a 100% Bumiputera-owned company that specialises in selling exclusive and high-quality Muslimah clothing through direct sales, e-commerce, and dropshipping.

Kino Biotech

Malaysia Top E-Commerce (Top ECM) Merchant Awards -AFFINGEM Women Trailblazer Awards

The AFFINGEM Women Trailblazer Awards debuted in 2022 at the Malaysia Top E-Commerce (Top ECM) Merchant Awards organised by Sidec. This award aims to celebrate and honour remarkable women entrepreneurs who are industry trendsetters who drive innovation and transform the e-commerce landscape.

MALA Business Empire operates SIMALA - an online store that offers modest fashion clothing and Muslim outerwear.

Kino Biotech (M) Sdn Bhd

is a leading integrated bio-nutraceutical and cosmeceutical company focused on healthcare and beauty products' conceptualization, development, marketing, and distribution.

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PERK(s) up your day!

AFFINGEM also offers **PERKS**!

Enjoy special campaign offers and promotions from our RAKANIAGA, ranging from F&B, retail and many more via our SME Colony app!

Find out more about AFFINGEM today!



To learn more, women entrepreneurs can approach any of our Relationship Managers at AFFIN Business Centres nationwide. You can also e-mail your inquiries to *smecare@affingroup.com*, or download our award-winning SME Colony app at **www.affinalways.com/en/sme-qr**







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5X ENTRIES

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5X ENTRIES



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