

# ASEAN Influential Award 2025



# ABOUT

The ASEAN Influential Awards is a prestigious regional initiative that celebrates excellence, innovation, and impactful contributions across Southeast Asia. Established to honor individuals, organizations, and initiatives that exemplify leadership, collaboration, and positive change, the awards serve as a platform to showcase ASEAN's shared values, cultural richness, and forward-looking spirit.

## OBJECTIVES

### To Identify Excellence

Recognize individuals and organizations that demonstrate outstanding achievements aligned with ASEAN's values and goals.

### Industry Competition

The award recognizes excellence in a highly competitive industry landscape, where organizations and individuals strive to set themselves apart through innovation, service quality, and impactful performance..

### Consumers

Enhance consumer understanding and decision-making by recognizing and showcasing brands and service providers that consistently demonstrate excellence, integrity, and value. Through a transparent and credible awards process, consumers are guided toward making informed choices based on proven performance, quality assurance, and customer satisfaction.







## VISION

To be ASEAN's most prestigious award, honoring leaders, brands, and organisations driving.

## MISSION



**HONOR EXCELLENCE 表彰卓越** Recognize top leaders, brands, and institutions driving ASEAN's growth. 认可推动东盟增长的顶尖领袖、品牌和机构。



**INSPIRE LEADERSHIP 激励领导力** Empower visionaries to create lasting regional and global impact. 赋能远见者，创造持久的区域及全球影响力。



**FOSTER COLLABORATION AND CONNECTION IN ASEAN 促进东盟合作与连接**

Strengthen cross-industry and cross-border partnerships. 加强跨行业和跨国界的合作伙伴关系。



**AMPLIFY ASEAN'S INFLUENCE 扩大东盟影响力** Showcase ASEAN's power in business, innovation, and social progress. 展示东盟在商业、创新和社会进步方面的实力。



# ASEAN Influential Leader Award



ASEAN  
Influential Award  
2025

## 1. RECOGNITION & CREDIBILITY

**PRESTIGE:** BEING HONORED AS AN INFLUENTIAL LEADER ENHANCES YOUR PROFESSIONAL STANDING AND BRAND.

**TRUST:** BUILDS TRUST AMONG CLIENTS, PARTNERS, AND INVESTORS AS YOU ARE RECOGNIZED FOR LEADERSHIP, INNOVATION, AND IMPACT.

## 2. REGIONAL & INTERNATIONAL EXPOSURE

**MEDIA COVERAGE:** FEATURES IN LOCAL AND INTERNATIONAL MEDIA OUTLETS, OFFICIAL PUBLICATIONS, AND DIGITAL CAMPAIGNS.

**BRAND VISIBILITY:** BOOSTS YOUR BRAND AWARENESS ACROSS ASEAN MARKETS, ATTRACTING NEW CUSTOMERS AND COLLABORATORS.

## 3. BUSINESS NETWORKING & GROWTH

**EXCLUSIVE ACCESS:** INVITATIONS TO HIGH-LEVEL FORUMS, SUMMITS, AND BUSINESS MATCHING EVENTS.

**CONNECTIONS:** OPPORTUNITY TO NETWORK WITH GOVERNMENT OFFICIALS, INVESTORS, INDUSTRY LEADERS, AND ASSOCIATIONS.

## 4. MARKET EXPANSION OPPORTUNITIES

**CREDIBLE ENTRY POINT:** SERVES AS A STRONG REFERENCE WHEN EXPLORING CROSS-BORDER COLLABORATIONS AND PARTNERSHIPS IN ASEAN.

**INVESTOR INTEREST:** ATTRACTS POTENTIAL INVESTMENT OR FUNDING DUE TO ENHANCED CREDIBILITY.

## 5. PERSONAL BRANDING & LEGACY

**THOUGHT LEADERSHIP:** POSITIONS YOU AS A ROLE MODEL IN YOUR INDUSTRY AND COMMUNITY.

**LEGACY BUILDING:** REINFORCES YOUR LONG-TERM IMPACT AND INFLUENCE IN SHAPING ASEAN'S BUSINESS ECOSYSTEM



# APPLICATION PROCESS

## STEP 1

### NOMINATION

Submit the registration form and related documents.

## STEP 2

### SCREENING

The Secretariat Team will review all submitted applications to ensure they meet the eligibility criteria and submission requirements.

The jury will conduct a final evaluation based on the assessment report.

## STEP 3

### ANNOUNCEMENT

Award Ceremony announcement. All winners were awarded the following honours.



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# METHODOLOGY

The Screening method of the award is merit-based, not determined by the number of votes received. Our evaluation process ensures that all nominees are assessed based on their performance excellence in the industry, the quality of their products or services, and their dedication to customer service.

## RESEARCHING NOMINEES

Award Organising Committee will work diligently to identify professional expert to participate in this award nomination..

## SHORTLISTING NOMINEES

All nominees are formally requested to accept their nomination. Should any company or individual decline at this stage, they will no longer be considered for this award. Nominees who formally accept their nomination will have the opportunity to submit additional materials in support of their initial submission.

1. Registration for Participation Form
2. Company Registration Documents
3. Company CTOS Credit Statement
4. Company Profile
5. Annual Financial Statement  
(Annual Turnover Sales Statement  
Page only)

## EVALUATING & JUDGING

Our dedicated research team will assess all materials submitted by the nominee in order to determine winners based on merit, not popularity. The team also gather information independently from a variety of publicly accessible sources.

Ultimately, the research team casts their judgement based on various criteria, including:

- Knowledge, Skill and Ability (KSA) •
- Work Ethics •
- Professional Image and Reputation •
- Client Dedication •
- Self Cultivation •

## WINNERS

Once winners are determined, they are personally notified before any public announcement is made, allowing time for any communications throughout the wider business and the coordination of marketing strategies. Once the press embargo is lifted, details of the winners will be made public via the website, award winners' magazine and subscriber newsletter. Winners could enjoy other benefits given as well.



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# WHY YOU SHOULD SUBMIT THIS AWARD NOMINATION?

## AN HONOURABLE RECOGNITION

Be one of the distinguished few to be recognised as a leading business figure in the ASEAN region. This award is a symbol of excellence, earned through a rigorous screening of innovation, performance, and impact.

## BUILD CONSUMER TRUST

Recognised businesses are trusted businesses. This award enhances your brand credibility, making it easier for consumers and partners to choose your services over unfamiliar competitors.

## INCREASE YOUR VISIBILITY

Gain exposure across ASEAN through regional media coverage, official publications, and event promotions - both online and offline. Let your success story be seen and heard.

## CREATE BUSINESS OPPORTUNITIES

Network with ASEAN's top leaders, Government, investors, and innovators and unlock potential collaboration, partnerships and growth through this awards.

## INSPIRE FUTURE LEADERS

Be a role model. Your journey of success will inspire aspiring entrepreneurs and professionals to pursue excellence and innovation in their own fields.



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# AWARD BENEFITS



## ASEAN Influential Award 2025



**TOP 1**  
**PETER**  
EXECUTIVE MANAGER



# MORE BENEFITS...

RECIPIENTS OF THE AWARD WILL RECEIVE THE FOLLOWING BENEFITS

AWARD CERTIFICATE (A3 SIZE) WITH FRAME

AWARD TROPHY

AWARD SASHES

BUNTING DISPLAY

FACEBOOK POST & BOOSTING

LIVE FEED VIDEO BOOSTING

MAGAZINE ADVERTISEMENT

NEWSPAPER RELEASE

AWARD DINNER

INTERVIEW SESSION VIDEO

MEDIA INTERVIEW



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## WHO WILL BE ENTITLED TO THIS AWARD?

1

Operate or have significant impact within one or more ASEAN member countries..

2

Demonstrate a proven track record of excellence, ethical practices, and consumer trust...

3

Show commitment to sustainable growth, social responsibility, and regional collaboration....

# ASEAN Influential Award 2025



APPLICATION FORM





2025

**ASEAN**  
**Influential Award**  
**东盟影响力大奖**


## REGISTRATION FOR PARTICIPATION

- ☐ Personal / Entrepreneur : ASEAN Influential Leader Award
- ☐ Company / Organisation : ASEAN Influential Brand Award

A

### Company Information

Company Name \_\_\_\_\_

Registration No. \_\_\_\_\_ Date of Incorporation \_\_\_\_\_

Address \_\_\_\_\_ Country \_\_\_\_\_

Tel No. \_\_\_\_\_ Email \_\_\_\_\_

Fax No. \_\_\_\_\_ Website \_\_\_\_\_

#### BUSINESS NATURE :

- ☐ Consultancy ☐ Design ☐ Distribution / Retailing ☐ Education / Training
- ☐ Manufacturing ☐ Real Estate / Construction ☐ Service Provider ☐ Telecommunication / ICT
- ☐ Trading / Import / Export ☐ Others, Please Specify: \_\_\_\_\_

Corporate's Brand Name \_\_\_\_\_

Primary Product / Service \_\_\_\_\_ No. of Employees \_\_\_\_\_

Achievement (Award, ISO & etc.) \_\_\_\_\_

(Please attached separat sheets if space provided is insufficient)

B

### Personal / Entrepreneur Details

Nominee's Title ☐ Mr ☐ Ms ☐ Others (Dato, Datuk, Prof, Dr & etc) \_\_\_\_\_

Nominee's Name \_\_\_\_\_ IC / Passport \_\_\_\_\_

Designation \_\_\_\_\_ D.O.B \_\_\_\_\_

Mobile No. \_\_\_\_\_ Email \_\_\_\_\_

C

### Contact Person

Title ☐ Mr ☐ Ms ☐ Others (Dato, Datuk, Prof, Dr & etc) \_\_\_\_\_

Name \_\_\_\_\_ IC / Passport \_\_\_\_\_

Designation \_\_\_\_\_ Tel \_\_\_\_\_

Mobile No. \_\_\_\_\_ Email \_\_\_\_\_

I, the nominee named in this application, agree to abide by all policies, rules, and regulations set by the organiser, which may be updated periodically. I further declare that the information provided in this nomination, along with any accompanying details, is accurate and truthful. I confirm that I meet all eligibility requirements.

I hereby authorize the International Strategic Institute (ISI) to use, publish, and distribute my personal or company /organization details, likeness, voice, photographs, videos, or any other media formats in connection with its activities. I acknowledge that neither I nor my company/organization will receive compensation for such use if selected as an award recipient.

I agree to the following terms:

a) Payment shall be made via cheque payable to: International Strategic Institute

Or Bank In Payment Detail:

Bank Name: CIMB

Account Name: INTERNATIONAL STRATEGIC INSTITUTE

Account Number: 8010393252

b) To confirm participation in the sponsorship program, the sponsor fee must be paid within **10 working days** of receiving the official award notification email.

Signature

Company / Organisation Chop  
(required)

Name:

Designation:

Date:

Completed form must be submitted together with: (Please Tick) ✓

- ☐ 2 Pieces of Business Namecard
- ☐ Registration for Participation Form (Email)
- ☐ Personal / Entrepreneur / Company / Organisation Profile, Product Catalogue, Brochures, Corporate Video, Technical Literature, etc.
- ☐ Latest audited financial statement if incorporated less than 18 months.
- ☐ Other relevant supporting documents or information (such as high technology certification, ISO, patent rights, others Awards and etc.)

Important: I hereby confirm the below NAME printed in the Trophy, Award's Certificate & Rollup Bunting.

Name:

Designation:

Signature:

FOR SECRETARIAT USE ONLY

Interviewed by: \_\_\_\_\_

Recommended by: \_\_\_\_\_ Date: \_\_\_\_\_

Remarks: \_\_\_\_\_



# RULES & REGULATIONS



1. All sections should be completed thoroughly as information provided will form the basis for judging. Please denote N/A where appropriate.
2. All information provided in the participation form will be treated with full confidentiality.
3. The Organiser cannot undertake to return documents or supplementary material submitted with an entry.
4. Names of applicants, commentary and scoring information developed during the review of applicants are regarded as proprietary by the Organising Committee and are kept strictly confidential. Such information is available only to those individuals directly involved in the assessment and administrative process.
5. Withdrawing from the award voluntarily after submission constitutes a breach of the nomination terms, and the processing fee will not be refunded.
6. Once the company / organisation is audited, they cannot withdraw from the competition.
7. All registration and management costs cannot be claimed after 2 weeks.
8. The decision of the organiser are final and there will be anonymity of those not listed.
9. The organiser reserves the right to revoke an award if any of the nomination conditions outlined above are not met.
10. The Organising Committee reserves the rights to amend any of the above mentioned rules and regulations as and whenever deem necessary.
11. Winners are responsible to send Their personal / entrepreneur / company / organisation profile with 8 to 10 photos (5R or bigger, if in digital format, at least 1MB or above each). The editorial committee will commence the layout design process.