

<b>Award Category</b> <b>Definition &amp; Selection Criteria</b> 奖项类别 定义与选取标准	
<b>By Invitation 经邀请</b>	
<b>Platinum Entrepreneur Award 企业家白金奖</b>	
<b>Definition</b>  This is bestowed on a successful individual who is widely recognised as an outstanding entrepreneur and leader of the industry.  <b>定义</b>  这是颁发予相关行业中，广泛受承认为出色企业家兼领袖的成功人士。	<b>Selection Criteria</b>  The award recipient must exhibit entrepreneurial spirit and must be originated from small and medium businesses. His/her achievements must be impressive enough to inspire the aspirations of thousands of SME entrepreneurs who are looking for a role model to emulate, especially as a CEO or Managing Director of a listed company.  <b>选取标准</b>  获奖者必须具有创业精神和源自中小型企业。他/她的成就当令人印象深刻，以便能成为启发成千上万正在寻求仿效模范的中小企业家的榜样。他/她最好是上市公司的首席执行官或总经理。
<b>Outstanding Achievers Award 杰出成就奖</b>	
<b>Definition</b>  This award is bestowed on: (i) SMEs that were formerly family-owned, but have grown beyond the size of SMEs to a public listed corporation- equivalent business entity or a public listed corporation. (ii) Established and successful non-Malaysian owned business entities which have prominent presence in their respective industries.  <b>定义</b>  这奖项颁发给： (i) 之前为家族式的中小型企业，但却已成长成为一家相等于上市公司的商业公司或上市公司。  (ii) 在各自行业里有着显著地位的非马来西亚人设立与拥有的成功商业实体。	<b>Selection Criteria</b>  Nominees must have reported profit for the last 3 years.  <b>选取标准</b>  被提名者至少于过去 3 年都属于有赚取盈利公司。

<b>ASEAN Enterprise Award 东盟杰出企业奖</b>	
<p><b>Definition</b></p> <p>This award is bestowed on ASEAN SMEs (except Malaysia) operating in any of the ASEAN member countries.</p> <p><b>定义</b></p> <p>此奖项是颁发给在任何东盟国家内营运的东盟中小型企业（除了马来西亚）。</p>	<p><b>Selection Criteria</b></p> <p>Nominees must be in business for 5 years or more, and have reported profit for the last 3 years.</p> <p><b>选取标准</b></p> <p>被提名者必须已经商达至少 5 年或以上，并且至少于过去 3 年都属于有赚取盈利公司。</p>
<b>Top SME Supporter Award 忠诚 SME 伙伴奖</b>	
<p><b>Definition</b></p> <p>This award is bestowed on corporations/institutions such as government statutory bodies, NGOs, financial institutions or service providers/facilitators which have contributed significantly to the promotion and development of SMEs in the country. The contribution could be pecuniary or non-pecuniary in nature to the SMEs community to help develop or improve their operations.</p> <p><b>定义</b></p> <p>此奖项颁发予国内对促进与发展中小型企业有着重要贡献的法定机构、非政府组织、金融机构或服务提供商/辅助者等公司/机构。相关金钱或非金钱性质的贡献有助于发展或改善中小型企业社区的业务。</p>	<p><b>Selection Criteria</b></p> <p>Invitees must have played a prominent and proactive role in the promotion and development of SMEs, especially during their formative or growing stages, by providing solutions that enhance SME's competitive edge and operation efficiency in the pursuit of globalization simultaneously.</p> <p><b>选取标准</b></p> <p>受邀者必须在促进和发展中小型企业中扮演着重要与积极角度，特别是中小型企业成立或成长阶段时，能通过提供解决方案提高它们在追求全球化时的竞争优势和运营效率。</p>

<b>By Nomination 经提名</b>	
<b>SME Best Overall Award 中小企业卓越成就大奖</b>	
<p><b>Definition</b></p> <p>This award is bestowed on the cream-de-la-cream of non-listed SMEs that excel in every aspect of their corporate performances.</p> <p><b>定义</b></p> <p>此奖项是颁发给在各方面企业表现都有着卓越表现的非上市中小型企业。</p>	<p><b>Selection Criteria</b></p> <p>Nominees must have performed extremely and equally well in all five core judging criteria, namely, business and company, management philosophies, products and markets, operations and technologies and financial performance.</p> <p><b>选取标准</b></p> <p>被提名者必须于五个主要评审标准，亦即商业与公司、管理哲学、产品与市场、营运与科技和财务表现方面都有着极其出色的表现。</p>
<b>SME Innovation Excellence Award 中小企业卓越创新奖</b>	
<p><b>Definition</b></p> <p>This award is bestowed on non-listed SMEs with emerging business that apply new technologies, or cater to customer needs through application of innovative processes, market research, brand development, visionary leadership, etc., which are rising fast or making a big impact on the business world in recent years and are now in great demand in local and/or overseas markets.</p> <p><b>定义</b></p> <p>此奖项是颁发给采用新技术的新兴业务，或通过创新流程、市场研究、品牌发展、远见卓识领导等方式来满足客户需求的非上市中小型企业；它正迅速崛起或在近年来，对商业界造成极大影响，同时目前有着巨大的本地和/或海外市场需求。</p>	<p><b>Selection Criteria</b></p> <p>Nominees must be either the intellectual property owner of the product innovation, the legitimate promoter of a business model that presents a new business concept or the bold but sensible creator of a new market.</p> <p><b>选取标准</b></p> <p>被提名者必须是创新产品的知识产权所有者、为代表新商业概念的商业模式的合法推动者或一个新市场的大胆但明智的缔造者。</p>
<b>SME Export Excellence Award 中小企业卓越出口奖</b>	
<p><b>Definition</b></p> <p>This award is bestowed on non-listed SMEs which excel in overseas market penetration and derive the bulk of their revenue from export.</p> <p><b>定义</b></p> <p>此奖项是颁发给在海外市场有着卓越表现及大部分收入源于出口的非上市中小型企业。</p>	<p><b>Selection Criteria</b></p> <p>Nominees must have at least one or more of their products and/or services are exported and the export revenue contributes to at least 50% of the company's total revenue.</p> <p><b>选取标准</b></p> <p>被提名者至少有一个出口产品和/或服务，而且相关出口收入至少占公司总收入的 50%。</p>

<b>SME ICT Adoption Award 中小企业资讯科技运用奖</b>	
<p><b>Definition</b></p> <p>This award is bestowed on non-listed SMEs heeding the government's call to automate and adopt ICT in their businesses to attain operation efficiency and compete efficiently in the market.</p> <p><b>定义</b></p> <p>此奖项颁发给回应政府自动化号召及在业务中采用资讯科技以达到市场上的营运效率及高效竞争能力的非上市中小型企业。</p>	<p><b>Selection Criteria</b></p> <p>Nominees must have taken practical and aggressive initiatives towards adoption of ICT and reaping benefits both operationally and financially as a result.</p> <p><b>选取标准</b></p> <p>被提名者当在采用资讯科技与从营运及财务获利上采取实际与积极措施。</p>
<b>SME Women Entrepreneur Award 中小企业女企业家奖</b>	
<p><b>Definition</b></p> <p>This award is bestowed on non-listed SMEs which are headed or founded by women entrepreneurs.</p> <p><b>定义</b></p> <p>此奖项颁发予由女性企业家所带领或成立的非上市中小型企业。</p>	<p><b>Selection Criteria</b></p> <p>Nominees must be at least 50% owned by women entrepreneurs or with the women entrepreneurs as primary decision makers.</p> <p><b>选取标准</b></p> <p>被提名者必须是拥有至少 50% 股权的女企业家或女企业家为主要决策者。</p>
<b>SME Phoenix Award 中小企业火凤凰奖</b>	
<p><b>Definition</b></p> <p>This award is bestowed on non-listed SMEs recovering strongly from a major corporate or financial crisis or setback.</p> <p><b>定义</b></p> <p>此奖项颁发给从主要公司或金融危机或重挫中强劲复苏的非上市中小型企业。</p>	<p><b>Selection Criteria</b></p> <p>Invitees or nominees should have experienced either major financial set-back but recovered and/or managed to reinvent themselves during corporate crisis and continued to excel.</p> <p><b>选取标准</b></p> <p>被邀请者或被提名者必须是经历过重大财务困难，但却能在公司危机期间恢复和/或成功重塑自己并继续成长者。</p>
<b>SME Product Excellence Award 中小企业卓越产品奖</b>	
<p><b>Definition</b></p> <p>This award is bestowed on non-listed SMEs that commercialize and produce outstanding made-in-Malaysia products in the market.</p> <p><b>定义</b></p> <p>此奖项颁发给成功在市场里商业化及生产极佳马来西亚产品的非上市中小型企业。</p>	<p><b>Selection Criteria 选取标准</b></p> <p>Nominees must possess product, with at least 50% local content, which is a major contributor to company revenue.</p> <p><b>选取标准</b></p> <p>被提名者的产品当有 50% 含本地原料，同时该产品为公司的主要收入来源。</p>

<b>SME Service Excellence Award 中小企业卓越服务奖</b>	
<p><b>Definition</b></p> <p>This award is bestowed on non-listed SMEs that provide outstanding services in the service industry.</p> <p><b>定义</b></p> <p>此奖项颁发给在服务业中提供卓越服务的非上市中小型企业。</p>	<p><b>Selection Criteria</b></p> <p>Nominees must be in business for 5 years or more, and have reported profit for the last 3 years.</p> <p><b>选取标准</b></p> <p>被提名者必须已经高达至少 5 年或以上，并且至少于过去 3 年都属于有赚取盈利公司。</p>
<b>SME Brand Excellence Award 中小企业卓越品牌奖</b>	
<p><b>Definition</b></p> <p>This award is bestowed on non-listed SMEs which have successfully created a strong and positive image for their branding initiatives on the company, product and/or service. These brands are not only well-accepted but also enjoy strong top-of-mind recall among consumers.</p> <p><b>定义</b></p> <p>此项奖颁发给成功为其公司、产品和/或服务创造强大兼好评品牌形象的非上市中小型企业。这些品牌不仅被广泛接受，更是消费者铭记于心的品牌。</p>	<p><b>Selection Criteria</b></p> <p>Nominees must have achieved high degree and instant brand recognition by the public.</p> <p><b>选取标准</b></p> <p>被提名者当达至能被公众高度兼即时认可的牌。</p>
<b>SME Rising Star Award 中小企业明日之星奖</b>	
<p><b>Definition</b></p> <p>This award is bestowed on young SMEs which have demonstrated great potential to become successful players in local and international markets. They are companies that are on the verge of a breakthrough and will be successful, when given the necessary financial support, guidance and nurturing.</p> <p><b>定义</b></p> <p>此奖项颁发给拥有成为本地与国际市场成功企业的年轻中小型企业。它们属于处于突破边缘的公司，并且在获得必要的财政支援、指导和培育时取得成功。</p>	<p><b>Selection Criteria</b></p> <p>Nominees must be able to present a unique, competitive and potential business concept and/or strategy that are yet to be executed and/or successful.</p> <p><b>选取标准</b></p> <p>被提名者必须能提出一个待执行和/或成功的独特、具竞争力和潜能的商业概念和/或策略。</p>

<b>SME Young Entrepreneur Award 中小企业卓越青年企业家奖</b>	
<p><b>Definition</b></p> <p>This award is to highlight Malaysia's best and brightest young entrepreneurs and to recognize their innovative spirit and business acumen. They take risks with their personal financial security and have exceptional drive and commitment. Often they start with little more than an idea and grim determination to succeed.</p> <p><b>定义</b></p> <p>此奖项旨在突显马来西亚最优秀与聪智的年轻企业家，并表扬他们的创新精神与商业手腕。他们承担个人财务安全的风险，并拥有罕见的动力与决心。他们通常是以一个想法起家，然后再以严谨决心迈向成功。</p>	<p><b>Selection Criteria</b></p> <p>The nominee must be a Malaysian age 40 and below. He or she must be a CEO or Managing Director and has been involved in the company's daily management for a minimum of 3 years and owns majority controlling interest of the company.</p> <p><b>选取标准</b></p> <p>被提名者当为 40 岁及以下的马来西亚人。他或她当是公司的首席执行官或总经理，并且参与公司日常运作达至少 3 年和拥有大部分的公司股权。</p>
<b>SME Social Responsibility Excellence Award 中小企业卓越社会责任奖</b>	
<p><b>Definition</b></p> <p>This award is bestowed on non-listed SMEs which have carried out significant initiatives in Corporate Social Responsibility (CSR) arena and have been able to balance between profits and social good.</p> <p><b>定义</b></p> <p>此奖项颁发给在企业社会责任（CSR）领域中展开重要计划，并且能够在利润与社会福利间取得平衡的非上市中小型企业。</p>	<p><b>Selection Criteria</b></p> <p>The CSR initiatives must have taken place (either in part or in full) during the last 2 years. Some of the work must have occurred during this time, but it's not necessary for it to be completed during the eligible period, and it can be ongoing.</p> <p><b>选取标准</b></p> <p>相关企业社会责任（CSR）当在过去两年间进行（部分或全面）。部分工作当在这段时间进行，但是无需在合格期间完成，并且可以是持续性的。</p>
<b>SME Green Excellence Award 中小企业卓越绿色奖</b>	
<p><b>Definition</b></p> <p>This award is bestowed on non-listed SMEs which have effectively integrated Green Technology in the production process, or have produced Green Technologies that are environmentally friendly and are now in great demand in local and / or overseas markets.</p> <p><b>定义</b></p> <p>此奖项颁发给已将绿色技术有效整合到生产流程或已生产环保的绿色技术，如今已获得本地和/或海外市场极大需求的非上市中小型企业。</p>	<p><b>Selection Criteria</b></p> <p>Nominees must demonstrate strong evidence of Green Technology strategies and to which the ideas implemented are fresh, creative and appropriate for the green target objectives. They must also actively implement "Green" in their company policy as well as aggressively promote awareness within the organization and to the public.</p> <p><b>选取标准</b></p> <p>被提名者必须出示绿色科技策略的有力证据，而且其实行概念当是新鲜、创意和符合相关的绿色目标。其公司也当积极实行“绿色”政策，并且全力向公众推广组织内部的“绿色”意识。</p>

<b>SME Occupational Safety and Health Award 中小企业职业安全与健康奖</b>	
<p><b>Definition</b></p> <p>This award is bestowed on non-listed SMEs which are recognised for their outstanding initiatives in promoting occupational safety and health awareness as well as long term commitment in nurturing a ‘safe and healthy’ work culture among the employers and employees.</p> <p><b>定义</b></p> <p>此奖项颁发给极力实行职场安全与健康意识以及长期推动雇主与雇员之间培育“安全与健康”工作文化的非上市中小型企业。</p>	<p><b>Selection Criteria</b></p> <p>Nominees must have introduced initiatives that promote occupational safety and health awareness, demonstrated strong management leadership and active participation in occupational safety and health.</p> <p><b>选取标准</b></p> <p>被提名者当采取促进职场安全与健康意识的措施，同时也表现出强有力领导层及积极鼓吹职场的安全与健康。</p>
<b>SME Retail Excellence Award 中小企业卓越零售奖</b>	
<p><b>Definition</b></p> <p>This award is bestowed on SMEs which achieve outstanding performance in distributive trade, retail or wholesale and services.</p> <p><b>定义</b></p> <p>此奖项颁发给在经销、零售或批发及服务行业有着卓越表现的中小型企业。</p>	<p><b>Selection Criteria</b></p> <p>Nominees must be in business for 5 years or more, and have reported profit for the last 3 years.</p> <p><b>选取标准</b></p> <p>被提名者必须已经商达至少 5 年或以上，并且少于过去 3 年都属于有赚取盈利公司。</p>
<b>SME Employer Excellence Award 中小企业卓越雇主奖</b>	
<p><b>Definition</b></p> <p>This award is bestowed on SMEs which demonstrate effective and progressive employment practices, including adoption of progressive HR policies, e.g. recruitment, retention, learning and development, reward, work-life balance, and commitment to promote betterment of employees.</p> <p><b>定义</b></p> <p>此奖项颁发给展现出有效及进步的就业做法，包括采用进步式人力资源策略，如招聘、保留、学习与发展、奖励、工作与生活平衡以及致力促进员工福利的的中小型企业。</p>	<p><b>Selection Criteria</b></p> <p>Nominees must be in business for 5 years or more, and have reported profit for the last 3 years.</p> <p><b>选取标准</b></p> <p>被提名者必须已经商达至少 5 年或以上，并且少于过去 3 年都属于有赚取盈利公司。</p>

**SME Internet of Things Excellence Award 中小企业卓越物联网奖**

**Definition**

This award is bestowed on SMEs involving in the development of IoT (which would include the ecosystem, devices, and software) that connects people-people, people-things, and things-things.

**定义**

此奖项颁发给涉及物联网开发（包括生态系统，设备和软件）的中小企业，其产品或服务涉及人对人，人对事物，事物对事物的联接和讯息互通。

**Selection Criteria**

Nominees must be in business for 3 years or more, and have reported profit for the last 2 years.

**选取标准**

被提名者必须已经商达至少 3 年或以上，并且至少于过去 2 年都属于有赚取盈利公司。