



Malaysian Furniture Leadership Award (MFLA) 2011
2011年马来西亚家具领袖精英奖

APPLICATION FORM 申请表

CONTACT PERSON 姓名 _____ **DESIGNATION** 职称 _____

COMPANY NAME 公司名称 _____

BUSINESS ADDRESS 公司地址 _____

TEL 电话 _____ **H/P** 手机 _____ **FAX** 传真 _____

EMAIL 电邮 _____ **WEB** 网址 _____

TYPE OF BUSINESS 企业类型

Manufacturer 制造商 **Wholesaler** 批发商 **Distributor** 分销商

Trader 贸易商 **Retailer** 零售商 **Others** (pls specify) 其他

NAME OF COMPANY CEO/ MANAGING DIRECTOR 公司总裁 / 董事经理姓名 _____

DESIGNATION 职称 _____ **H/P** 手机 _____ **EMAIL** 电邮 _____

AWARD CATEGORIES (PLS TICK ONE OR MORE) 奖项申请 (请在适当格子里打勾)

Brand Excellence Award 卓越品牌大奖 Corporate Social Responsibility Award 社会贡献与服务大奖

Service Excellence Award 卓越服务大奖 Management Excellence Award 卓越领袖精英奖

Product Excellence Award 卓越产品大奖 Outstanding Leader Award 杰出领袖精英奖

Design & Innovation 卓越设计大奖 Outstanding Woman Leader Award 杰出女士领袖精英奖

Rising Star Award 最有潜质新兴企业大奖 Outstanding Young Leader Award 杰出青年领袖精英奖

Best Overall Award 稳健企业大奖

Corporate Partner Award 最佳商业伙伴企业大奖

Terms and Conditions: 交易与条件

* Registration fee of RM 360 per category applied for is applicable.
每个奖项申请与手续费用为马币 360 (恕无退还)

** Upon receipt of this application form and registration fees, an official AFLA 2011 questionnaire will be sent to you.
在收到正式的申请表与登记费后, 2011年亚洲家具领袖精英奖的问卷将会呈交给您

Applicant's Signature: 申请者签名 _____

Company Stamp 公司盖章 _____

Name/名字 _____
Designation/职位 _____
Date/日期 _____

Managed by 承办单位

APS MEDIA GROUP
FURNITURE LEADERSHIP AWARD 2011 Secretariat
2011年家具领袖精英秘书处
A-3-11, Pusat Perdagangan Pelangi, Pelangi Damansara PJU6
Persiaran Surian PJ
Selangor 47800 Malaysia
Tel: +603 7710 2320 Fax: +603 7710 3320
Email: fla@apsmediagroup.com
Website: www.FurnitureLeadership.com
Contact Person: (INT'L) Dr Casey Loo (+65 6295 5908)
(M'sia) Yvonne Chen (+017 2260 123)

Organised by 主办单位

FURNITURE & FURNISHING
EXPORT International
Asia Pacific • Middle East • Europe
国际家具与装饰出口杂志

Office Contract International
国际办公家具与工程杂志

Endorsed by 认证单位

mfpc
Malaysian Furniture Promotion Council

MFEA
Malaysia Furniture Entrepreneur Association

MFC
Malaysia Furniture Industry Council

Supporting Media 支持媒体

365f.com
天天家具网

PANELS-FURNITURE ASIA

亚洲板材家具

Ga Gu
Quality Resource From China

THE HOME LIVING



THE RETURN OF MALAYSIA'S MOST PRESTIGIOUS AWARD – MALAYSIAN FURNITURE LEADERSHIP AWARD (MFLA) 2011

Now open for nominations / applications.



Group photo of MFLA 2011 with YB Tan Sri Bernard Dompok & Dr Casey Loo, FLA Founder & Program Director



AFLA trophies

Honouring Malaysia's most outstanding movers and shakers in the furniture industry today!

GOALS OF MALAYSIAN FURNITURE LEADERSHIP AWARD (MFLA) 2011

MFLA is conceived to serve three main objectives:

- to recognise excellence in the Malaysian furniture industry;
- to provide an opportunity for entrepreneurs to assess and review their leadership, management and operational standards;
- to inspire, motivate and create effective role models of excellence for other furniture entrepreneurs in the country and the region.

TIMELINE

1 June 2011	Nomination/application open
30 August 2011	Nomination/application close
20 September 2011	Submission of MFLA questionnaire closes
Mid October 2011	Short-listed companies meets the judging panel
End October 2011	Announcement of winners
November 2011	Award Presentation Ceremony cum Gala Dinner

AWARD CATEGORIES

1. Brand Excellence Award
2. Service Excellence Award
3. Product Excellence Award
4. Management Excellence Award
 - Outstanding Leader Award
 - Outstanding Woman Leader Award
 - Outstanding Young Leader Award
5. Rising Star Award
6. Best Overall Award
7. Corporate Partner Award
8. Corporate Social Responsibility Award
9. Design & Innovation Award
10. Entrepreneur Of The Year Award (By Invitation only)
11. Company Of The Year Award (By Invitation only)

JUDGING CRITERIA

Under stringent criteria, entries will be judged by an independent international panel comprising industry authorities, management strategists and renowned academics. Judging criteria include considerations of the company's :

- ~ leadership & strategies
- ~ marketing & branding
- ~ human capital development
- ~ business process & execution
- ~ financial & wealth management

ABOUT MALAYSIAN FURNITURE LEADERSHIP AWARD (MFLA) 2011

Managed by APS Media Group, AFLA is proudly presented by Furniture & Furnishing Export International (FFE) & Office & Contract International (OCI) magazines. The event enjoyed the strong support & official endorsement of MFPC, MFIC & MFEA by Malaysia Furniture Promotion Council, the official agency in the country for the promotion of furniture industry and trade. The past 4 editions received participation from top furniture companies from all across the country.

Last year (2010) event honoured 17 winners who took back 22 awards at a grand award presentation ceremony cum gala dinner held at Hilton Kuala Lumpur Hotel on 8 December 2010. Graced by the presence of YB Tan Sri Bernard Giluk Dompok, Minister of Plantation Industries and Commodities as our Guest of honour, the evening saw the coming together of VIPs, government officials, representatives of industry associations, winners, families, associates and friends of the furniture industry. The event and its winners were promoted via the FLA official website, FFE/OCI magazine, FFE/OCI website, major local newspapers, international furniture trade publications as well as more than 10 international furniture trade fairs worldwide.

For more information on MFLA, please visit:
www.FurnitureLeadership.com

FLA BRINGS 2010 WINNERS TO 10 INTERNATIONAL FAIRS



To Apply / For More Information, please contact:
Dr Casey Loo Founder & Program Director (+65 9730 0123)
Ms. Yvonne Chen Event Manager (+6017 2260 123)
MALAYSIAN FURNITURE LEADERSHIP AWARD (MFLA) 2011 SECRETARIAT
Tel: +603 7710 2320
Email: fla@apsmediagroup.com
Website: www.furnitureleadership.com

Event Manager



Organiser



Endorser





国际瞩目的年度家具企业大奖： 马来西亚家具领袖精英奖 (MFLA) 2011 现已开始接受报名



马来西亚家具领袖精英2010得奖者与部长丹斯里柏纳东博连同卢国财博士合影



精英奖奖座

全马唯一被受国际瞩目的家具年度大奖将再度隆重登场!

目标

不间断的学习与进步是迈向卓越成就的基石，MFLA 2011 奖项旨在加冕及表扬成就卓越的马来西亚家具企业，同时向辛勤耕耘、努力创造成就的家具企业致敬。希望此奖项为家具业注入的标杆文化，能启发及鼓励更多企业家向这些领袖们学习和看齐。

通过此奖项的审核过程，家具企业可获得国际评审团的评估和交流的宝贵机会，从而促进自身企业管理、品质和素质上的提升，以更好地面对全球化和贸易自由化风潮所带来的挑战与商机，借此推动整个家具行业及国家经济的成长。前届家具领袖精英奖得主们均在自己的领域中表现出色，为家具业楷模。

时间表

提名与申请：2011年6月1日至8月30日
面试环节：2011年9月至10月
成绩发布：2011年10月下旬
颁奖典礼：2011年11月

所有提名/申请表格

需于2011年8月30日之前提交。

奖项组别

2011 年马来西亚家具领袖精英奖设有11个奖项组别，唯有通过独立评审团严选，并符合奖项的标准，才可获得颁发下述奖项。此8大奖项包括：

- 卓越品牌大奖 Brand Excellence Award
- 卓越产品大奖 Product Excellence Award
- 卓越服务大奖 Service Excellence Award
- 卓越设计大奖 Design & Innovation Award
- 卓越领袖精英奖 Management Excellence Award
- 最有潜质新兴企业大奖 Rising Star Award
- 稳健企业大奖 Best Overall Award
- 最佳商业伙伴企业大奖 Corporate Partner Award
- 社会贡献与服务大奖 Corporate Social Responsibility Award
- 年度最佳企业家大奖 Entrepreneur Of The Year Award (只限邀请)
- 年度最佳企业大奖 Company Of The Year Award (只限邀请)

评审标准

由资深行家、管理策略家和专业学者们组成的独立国际评审团将按照特定的标准进行删选和考核。

评分标准的大纲如下：

- 领导与管理
- 品牌与策略
- 人力资源管理
- 公司运作与执行
- 盈利与财富管理

关于2011马来西亚家具领袖精英奖 (MFLA)

MFLA 大奖活动和其优胜者将通过本地报章，国际家具出口杂志、国际办工与工程杂志，其官方网站，配合其他世界各地行业传媒，家具协会，相关的机构还有国际家具展览会等大力推广。

企业精明的管理，优良的产品、完善的服务与强力的品牌都是现今在国际市场上争取成功不可或缺的重要条件。相信在各方大力的支持和参与之下，马来西亚家具领袖精英奖这个家具行业的奥斯卡盛典，会让获奖的优秀企业更好地发光发亮，成为国际舞台上的一颗颗耀眼的巨星！

马来西亚家具领袖精英奖提名与申请开放给所有马来西亚家具企业参与。

Managed by 承办单位

APS MEDIA GROUP

Endorsed by 认证单位

MALAYSIAN FURNITURE PROMOTION COUNCIL (MIFPC)

Organised by 主办单位

FURNITURE & FURNISHING
EXPORT International
Asia Pacific • Middle East • Europe

Office Contract International

得奖者将享誉全球!



IMM Cologne



Interiors Birmingham



Malaysia International Furniture Fair



Export Furniture Exhibition Malaysia



International Furniture Fair Singapore



Famous Furniture Fair



China International Furniture Fair Guangzhou



Shenzhen International Furniture Exhibition



Furnitex Melbourne

欲知更多详情,请联络:

卢国财博士 **Dr Casey Loo**
项目总监 Founder & Program Director
Mobile: +65 9730 0123
Email: caseyloo@tradeplanners.com

陈雅蕾小姐 **Ms. Yvonne Chen**
项目经理 Event Manager
Mobile: +6017 226 0123 & Tel: +603 7710 2320
Email: fla@apsmediagroup.com
yvonnechen@tradeplanners.com