



# Globalization Award Nomination

## 全球奖项提名 2025

主办方  
Organizer:



联办方  
Co Organizer:

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## BACKGROUND

### GLOBAL AWARD NOMINATIONS

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全球奖项提名是由马来西亚全球商业总商会**MCC-GB**，国际文化联合总会**ICF**和环球商务中心**GBC**（马来西亚）联动各国政府商协会主办的全球性商业品牌出海奖项提名，每年各国举行。同期还会举行行业论坛招商会议，颁奖晚宴等活动。

提名所设立的各个奖项是为了表彰在国际市场上取得杰出成绩，具有卓越影响力、美誉度和市场份额的全球品牌，推动全球企业的国际化进程，提高品牌在全球市场的知名度和竞争力，同时为消费者提供更优质的产品和服务。

The Globalization Award nomination is a global business brand expansion award jointly organized by the Malaysia Chamber of Commerce and Globalization Business (MCC-GB), the International Cultural Federation (ICF), and the Global Business Center (GBC) (Malaysia). This event is held annually and includes industry forums, award ceremonies, and gala dinners.

The awards nominated are established to recognize Globalization brands that have achieved outstanding performance, exceptional influence, reputation, and market share in the international market. The goal is to promote the internationalization of Globalization enterprises, enhance brand awareness and competitiveness in the global market, and provide consumers with higher-quality products and services.

## SIGNIFICANCE

### THE IMPORTANCE OF NOMINATIONS FOR GLOBAL AWARDS

The importance of nominations for global awards The Overseas Global Business Brand Award not only opens the door for companies to enter the Southeast Asian and global markets, but also creates a platform for companies to demonstrate their strengths, help enterprises acquire resources and improve their competitiveness on a global scale. By actively participating in this award, the company can not only bring China's high-quality products and services to the world, but also bring international capital and opportunities back to the country, and promote economic prosperity and global development.

Enhance the visibility and influence of the company



Improve the quality's of the company product and services



Increase consumer trust in your brand



Encouraging company to take more on social responsibility



Helps drive progress across industries



The brands and companies nominated for global awards have an excellent reputation and widespread recognition in the industry. This will not only help the winners stand out in the fierce market competition, but also attract more consumers and customers, thus further promoting the development of the company

To accept this difference, companies need to continuously improve their products and services to meet the selection criteria. These continuous efforts and improvements will not only improve the brand image, but also bring a better experience to Consumers.

Being nominated for a global award means quality, reliability, and performance, qualities that attract and retain consumers. In today's era of information explosion, consumer trust in brands is essential, and being nominated for a global award is a guarantee of trust and quality.

A successful business must not only be commercially successful, but also focus on its contribution to society. By participating in the selection, companies can be clearer about their social responsibilities and continue to improve their social value in practice.

By setting industry benchmarks and encouraging other companies to follow the award-winning companies, the competitiveness and development level of the entire industry will be enhanced. This benign competitive environment helps promote innovation and industry development, bringing more choices and a better experience to consumers.

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## STANDARDS

### CRITERIA FOR GLOBAL AWARD NOMINATIONS

#### BRAND INFLUENCE

Any enterprise or individual that meets the following nomination criteria may submit a nomination application to the review committee through their industry bodies, associations, and social organizations. The application materials must include an introduction to the product, market influence analysis, display of innovative achievements, and fulfillment of social responsibilities.

#### NO RESTRICTIONS ON INDUSTRIES, INDIVIDUALS OR BRANDS, UNLIMITED OPPORTUNITIES

Regardless of the industry, size or development stage of the enterprise, there is no limit to the nomination of the Global Business Brand Overseas Award. All enterprises have the opportunity to gain international development opportunities through the nomination award. This wide applicability provides enterprises with more opportunities to participate and showcase.

#### ADVANTAGES OF HALAL MARKET AND TRANSIT TRADE

After nominating the award, the winning companies will have unique opportunities in the halal market Southeast Asia is an important hub for transit trade, and companies can use this platform to expand globally

#### SOCIAL RESPONSIBILITY

The nominated companies actively fulfill their social responsibilities, focus on sustainable development, and contribute to society and the environment.

#### GLOBAL COMPANIES CAN BE NOMINATED AS LONG AS THEY HAVE LANDED IN SOUTHEAST ASIA MARKET

Accelerate the connection with government and business resources. Companies nominated for the award can receive support from the Global Business Chamber, which will help them connect with government and business resources in Southeast Asian countries, greatly simplifying the process of landing the company. Through the publicity and network of the award, companies can quickly enter the target market and reduce communication costs.

#### EXCLUSIVE CUSTOMISED LANDING PLAN

The Global Chamber of Commerce provides one-stop landing support for nominated companies, including government document application, company registration, brand promotion and other services. Such all-round support allows companies to focus on market expansion and reduce tedious procedural work.

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## AWARDS

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### 奖项设置

The global award nominations are divided into five major categories to recommend companies and individuals who have demonstrated excellence in their respective fields.



- **Globalization Award**  
全球化奖
- **Globalization Emerging Young Entrepreneur Award**  
全球新兴青年企业家奖
- **Globalization Green Technology Innovation Award**  
全球绿化科技技术奖项
- **Globalization Women Entrepreneur Award**  
全球商业女企业家奖
- **Globalization Women's Empowerment Impact Award**  
全球女性力量影响奖

## Globalization Award

### 全球品牌出海奖项

Global Brand Overseas Awards (Globalization Award) The goal is to recognize global brands that have achieved outstanding results in the international market, promote the internationalization process of global enterprises, and improve brand visibility and competitiveness in the global market.

#### 1 Best Brand International Award

Respecting global brands that have made significant achievements in the global market.

#### 2 Best Market Development Award

Recognize brands that excel in specific emerging markets or international markets

#### 3 Best Brand Innovation Award

Recognize companies with outstanding performance in brand innovation and brand management.

#### 4 Best Digital Marketing Award

Recognize brands that excel in digital marketing and e-commerce

#### 5 Best Brand Culture Output Award

Recognize brands that have successfully promoted global culture and values in the international market.



# Globalization Emerging Young Entrepreneur Award

全球新兴青年企业家奖

The Globalization Emerging Young Entrepreneur Award is a promising and significant award that recognizes and supports young entrepreneurs across the globe. Such awards not only help to encourage entrepreneurship, but also promote the development of the global economy and innovation in the region

## 1 The Innovation & Technology Award

Recognises young entrepreneurs who have shown outstanding performance in scientific and technological innovation.

## 2 The Social Impact Award

Recognizes young entrepreneurs who have made significant contributions to social entrepreneurship, community service, and community welfare projects.

## 3 The Green & Sustainable Development Award

Recognizes young entrepreneurs who have made outstanding achievements in environmental protection and sustainable development.



# Globalization Green Technology Innovation Award

## 全球绿化科技技术奖项

The Globalization Green Technology Innovation Award recognizes companies and individuals who have made outstanding contributions to environmental technology and sustainable development. Such awards can promote the development and application of green technologies, and promote environmental protection and sustainable economic growth in global region.

### 1 Green Energy Technology

Recognize innovations and breakthroughs in the development and application of renewable energy sources (e.g., solar, wind, biomass).

### 2 Eco-friendly Products and Services

We recognize companies and individuals who have developed eco-friendly products or provided eco-friendly services

### 3 Pollution Control Technology

Recognition of technological innovations in air, water and soil pollution control

### 4 Resource Recycling

Recognize outstanding achievements in waste recycling, resource reuse, and circular economy

### 5 Sustainable Agricultural Technology

Recognize innovative technologies that reduce environmental impact from agricultural and increasing its lifespan.



The purpose of the Globalization Women Entrepreneur Award is to recognize and support women entrepreneurs who have excelled in the global region, promote gender equality, and inspire more women to participate in business and entrepreneurship. Such awards not only enhance the social status of the winners, but also encourage more women to pursue entrepreneurship and leadership positions

### 1 Global Women Entrepreneur of the Year Awards

Recognize women entrepreneurs who have shown outstanding performance and performance over the past year

### 2 The Innovation and Entrepreneurship Award

Recognizes women entrepreneurs who have made outstanding contributions to entrepreneurship and innovation

### 3 The Social Impact Award

Recognizes women entrepreneurs who have made outstanding contributions to social enterprises, community services, and philanthropic projects

### 4 The Sustainability Award

Recognizes women entrepreneurs who have made outstanding achievements in the field of environmental protection and sustainable development

### 5 Young Global Women Entrepreneur Award

Recognize a 35-year-old young female entrepreneur who has excelled in entrepreneurship and business activities



A group of lawyers from the Global Chamber of Commerce provides international commercial legal support to the Global Lawyers Alliance Belt and Road: The first wave of lawyers to help companies to go abroad

1

#### Professional Legal Support to Ensure the Safety of Companies Going to Sea

The first batch of lawyers of the Belt and Road Global Lawyers Alliance provides a full range of commercial legal services for the nominated enterprises, covering cross-border investment and M&A, international trade and corporate governance. This alliance ensures that companies can effectively avoid legal risks and conduct international business legally and compliantly when expanding overseas

2

#### Full Coverage of Domestic and Foreign Commercial Legal Support

The Lawyers Alliance brings together legal and consulting experts from more than 30 countries around the world to help companies navigate the differences in laws and policies between countries. Whether it is the first time for an enterprise to go overseas, or the deep development in Southeast Asia, Europe and the United States, the lawyer alliance can provide accurate legal solutions to ensure the smooth operation of enterprises in the global market

3

#### The Lawyer Alliances Specialized

The Lawyers Alliance specializes in cross-border investment and M&A operations, assisting enterprises in overseas research, global equity design, international intellectual property structure construction, tax planning and other comprehensive services. Through customized legal support, enterprises can complete global expansion and localization layout safely and efficiently

4

#### Improving the Company's Global Competitiveness

The Belt and Road Lawyers Alliance provides legal and compliance assurance for companies in a complex international environment, not only helping companies avoid potential legal disputes, but also helping companies to quickly establish a competitive advantage in the target market through legal and compliant methods



## PROCEDURES

### 评选流程

The professional selection committee can ensure the fairness, authority and influence of the entire selection process, so as to truly achieve the purpose of commending outstanding enterprises, brands and individuals and promoting the development of the Industry.

#### NOMINATION APPLICATION

##### Open Call for Submitted Nomination Materials

There is an open call for nominations, and any business or individual who meets the selection criteria can be nominated. Nominees are required to submit relevant materials in accordance with the selection requirements, such as self introduction, market performance, innovative practices, and social responsibility fulfillment

#### INITIAL SCREENING

##### Review for Qualification Materials

The selection committee will review the qualifications of the nominees and determine the shortlist. The submitted materials are then preliminarily reviewed to select candidates who meet the selection criteria to advance to the next round

#### EXPERT REVIEWS

##### In-Depth Evaluation by a Panel of Expert Judges

Authoritative and professional industry experts, market analysts, consumer representatives, etc. in the industry will be invited to form a jury to conduct in-depth evaluation and investigation of the selected nominees, including market influence, innovation ability, product quality, customer service, social responsibility and other aspects

#### FINAL REVIEW AND PUBLICITY

##### The Result of the Final Review Meeting will be Announced

Based on the recommendations of the expert jury, the selection committee will conduct a final review and determine the final list of winners. Announce the award announcement through the official website, media and other channels, and accept public supervision and feedback

According to the industry classification, there is a strict limit on the number of candidates who can be nominated for the global awards each year, so as to ensure that the winners are the best representatives of each industry, and ensure the high quality and representativeness of the overall selection

## Guest Of Honor

颁奖嘉宾



**YB SENATOR DATUK SERI UTAMA TENGKU  
ZAFRUL BIN TENGKU ABDUL AZIZ**

MINISTER OF INVESTMENT,  
TRADE AND INDUSTRY

投资、贸易和工业部长



**YB DATO SHAHARUDDIN BIN ABU SOHOT**

SECRETARY GENERAL  
MINISTRY OF TOURISM, ARTS AND CULTURE

旅游、艺术与文化部 副秘书长

## Guest Of Honor

荣耀嘉宾



欧阳玉静 **Ouyang Yujing**

中华人民共和国驻马来西亚特命全权大使  
Ambassador Extraordinary and Plenipotentiary  
of the People's Republic of China in Malaysia



谭耀泉 **Tan Yiu Chuen** 董事会 主席

香港中小企業工商聯合會(港中聯)  
The Hong Kong Federation Of Commerce  
For Small And Medium

## Guest of Honor

颁奖嘉宾



**Jeffrey Lau 刘廷德 总会长**

马来西亚全球商业总商会

Malaysian Chamber of Commerce and  
Global Business (MCC-GB)



**Kingston Qiu 仇前根 总会长**

国际文化联合会ICF

International Cultural Federation.  
(ICF) Singapore

Co of Honor

联合单位



RETURNED OVERSEAS CHINESE  
FEDERATION OF XIANGXI

湘西州归国华侨侨眷联合会



BRUNEI- GUANXI  
GENERAL CHAMBERS OF COMMERCE

汶莱广西总商会



ALL CHINA FEDERATION  
OF INDUSTRY AND COMMERCE

中华全国工商业联合会

## AWARD DINNER

### 颁奖晚宴

- 所有获奖者将被邀请参加2025全球奖项提名暨颁奖晚宴。

All winners will be invited to 2025 Globalization Awards Nomination and Awards Dinner.

- 邀请行业领袖，政府，商协会与媒体代表等参与2025全球奖项提名暨颁奖晚宴

Official Invitation to Industry Leaders, media representatives, etc. to participate

- 获奖企业和个人进行采访，并且进行表彰，颁发奖杯和证书。

Winning companies and individuals were interviewed, commended, and awarded trophies and certificates.

- 各行业精英交流学习的绝佳机会，充满潜在的商业合作机会。获奖者将能够吸引更多投资者和合作伙伴的关注。

Excellent opportunity for elites from various industries to exchange and learn, with numerous potential business cooperation opportunities. Award winners will attract increased attention from investors and partners.



# International Press Release 新闻发布



THE GLOBE AND MAIL

StreetInsider.com

BENZINGA



DIGITAL  
JOURNAL

And at least 100 News Media Sites

No Expiry Date | FREE Copywriting | FREE 1 Year PR Advisory

国际媒体的重要性?

## WHY YOU NEED GLOBAL PRESS RELEASE?

### INTERNATIONAL EYEBALL

提升您的产品、  
服务和品牌在国际上的知名度

Boost your product, service &  
brand **visibility** in International



### PERSONAL BRANDING

提高您在国际上的曝光率和品牌  
Increase your **exposure and  
branding** in International



### CORPORATE IMAGE

企业形象增强企业品牌影响力，提高  
外界对企业的信心  
Strengthen your corporate branding  
and external **confidence**



# WHAT ARTICLE YOU CAN PUBLISH?

国际媒体发表什么文章?

企业 Company or

产品 Product

资料 Intro

个人 Personal

创业路 Story

采访 Interview

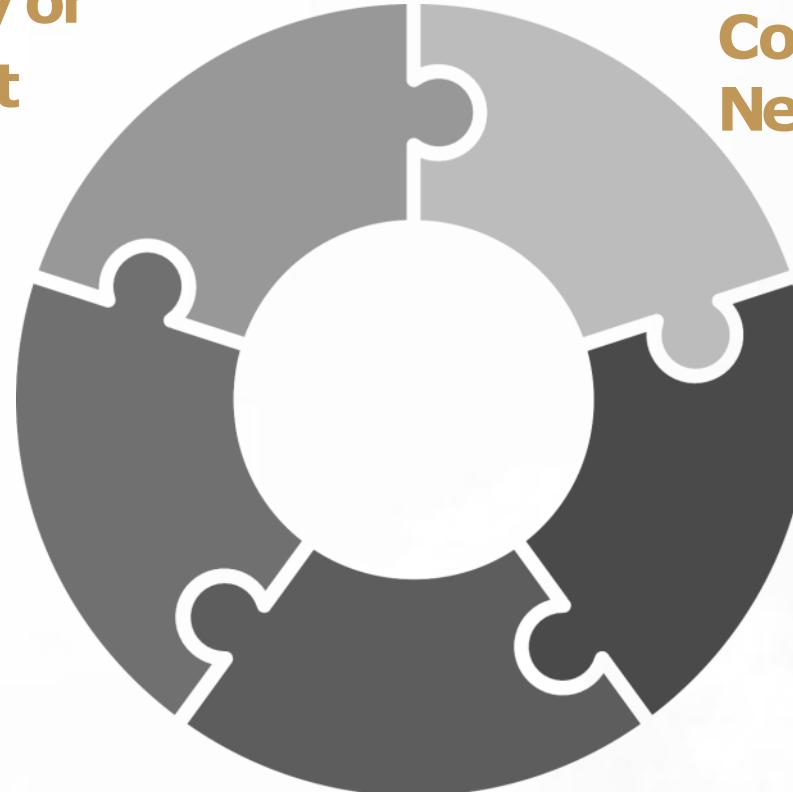
Company  
News 企业新闻

Awards & Recognition

奖项与认可

Industry Trends

行业趋势



## Advantages

### 颁奖优势

Companies and individuals nominated for the global award will be awarded accordingly, and the significance of the award is mainly reflected in the following aspects:

#### **Industry recognition and incentives:**

Receiving nominations and awards is an official recognition of a company's excellence in brand building, market expansion, product quality and customer service. This recognition not only inspires the pride of the employees within the award-winning companies, thereby enhancing their work enthusiasm and team cohesion, and continuing to maintain their high standards and quality, but also encourages other companies to follow the same example of the winners, strive to improve their brand strength and market competitiveness, and form a culture and values recognized by the entire industry.

#### **Branding and promotion:**

Receiving nominations and awards can greatly increase the visibility of a business. The winning companies will be authorized to use the organizer's logo in their product packaging, website and promotional media, which will become a powerful tool for corporate brand promotion, enhance consumers' trust and goodwill towards the company, and then promote product sales and market share.

#### **Industry benchmarks and key roles:**

Enterprises and individuals who have been nominated and awarded will often become benchmarks in the industry, and their successful experience, management model, and market strategy will be used by other companies in the same industry to learn from. In this way, the level of the entire industry will be improved as a result.

#### **Contributing to international development:**

For companies that aspire to internationalization, winning nominations and awards is undoubtedly a brilliant blockbuster. It not only proves the leading position of the enterprise in the domestic market, but also demonstrates the strength and potential of the enterprise to the international market, helping the enterprise to attract the attention of more investors and partners on the international stage. Get more opportunities for collaboration and development.

#### **The only way for companies to enter the market:**

Southeast Asian enterprises entering the Hong Kong and Chinese markets, or Chinese enterprises entering the Southeast Asian market. The award is not only an honor, but also an important tool for resource docking and promotion. A bridge between government and business resources





马来西亚全球商业总商会  
MALAYSIA CHAMBER OF COMMERCE  
AND GLOBALIZATION BUSINESS  
PPM-019-14-17082023

## Globalization Award Nomination

全球奖项提名 2024 总结与展望

奖项为企业提供了全球化发展的新机遇 鼓励更多企业参与，  
共同推动全球经济繁荣 “把国货推向世界，把资本带进国家”

2025全球奖项提名暨颁奖晚宴将于4月30日在马来西亚吉隆坡星级酒店隆重  
举行。这将是一场展示全球品牌魅力、为行业传递品牌价值的盛会。

The awards present new opportunities for businesses to engage in global development, encouraging more companies to participate and jointly promote global economic prosperity. "Bringing National Goods to the World, Bringing Capital into the Country" – The 2025 Global Awards Nomination and Gala Ceremony will be grandly held on April 30, 2025, at a prestigious HGH CONVENTION CENTRE Hotel in Kuala Lumpur, Malaysia. It will be a grand event showcasing brand appeal and delivering brand value to the industry.

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