



**PRIME MINISTER
MALAYSIA**

MESSAGE

I would like to congratulate Asia Entrepreneur Alliance and all those involved for organizing "The Asia Pacific international Brands Summit Malaysia 2009" in conjunction with The Asia Pacific Super Excellent Brand and Malaysia Power Brand Awards Gala Dinner. My congratulations to all the winners for their performance and achievement.

Branding is an evolving process. Great brands always continue to evolve. When the brand is authentic, memorable, and meaningful, people will associate the brand with certain qualities. It will have an identity. We build and grow this identity through consistent excellence in performance, customer relationships, and delivery of the products and services. As you build your brand, you will begin to create opportunities that leverage your work into programs, products, collaborations, joint ventures, workshops, educational outlets, and so many more options.

I hope the award will further serve to promote entrepreneurial spirit and Malaysia competitiveness in the global market. To our foreign guest, I hope your stay will be memorable to merit repeat visits.

Thank you.

"1Malaysia" People First. Performance Now.

A handwritten signature in black ink, appearing to be "Datuk Seri Mohd Najib Tun Razak", written over a horizontal line.

(DATO' SRI MOHD NAJIB)