

The Winning Factors

As the year draws to a close, we look at some of the outstanding individuals and companies to see what makes them stand apart in the competitive business and investment environments.

By Tony Goh

In this year-end special Smart Investor covers some of the most outstanding companies in some of the major industries. We uncover some of the main attributes that each of these award winners hold on to in their pursuit of excellence.

As one of Malaysia's first private universities, UCSI has long impacted the national higher education landscape, and continues to do so with its wide range of undergraduate and postgraduate programmes.

A testament to UCSI's contribution to society was its recent win of two prestigious industry awards – the Special Achievement Award at the Asia Pacific Entrepreneurship Awards (APEA) 2013, and the University Precinct of the Year Award, at the recent World Sense of Place Awards.

The AEON brand name – part of the international AEON Group of Companies – has become one of the leading retailers in Malaysia in recent years. In fact, AEON was

set up in response to the Malaysian government's invitation to AEON Japan to help modernise the retailing industry in Malaysia over a decade ago.

Over the past decades, the retailer has done more than just modernizing the retail landscape here. It has pioneered some of the most innovative marketing, business and branding strategies that have proven to be winners in its industry.

On the asset management front, AmInvest the asset management arm of AMMB Holdings Bhd has been one of the best performers in the industry, with its total asset under management growing at an average 17% annually, out-pacing industry of 13% annually.

The company's aim is to consistently launch new income and return oriented funds and focus on equity in terms of conventional and Islamic. As of July 2013, AmInvest manages RM35 billion comprising both conventional and Shariah-compliant funds.

With the advancement of digital media technology, the fight to create relevant and engaging content and products is increasingly fierce.

However, one company that has managed to stand out amid the increasing clutter in the digital media landscape is homegrown content and media group, Sedania Group.

With over 50 staff and operations in Indonesia, Vietnam, Cambodia and Bangladesh and its headquarters in Kelana Jaya, Sedania has pioneered many breakthrough innovations across different platforms, since commencing its operations in 2003.

The subsequent pages takes a closer look at these industry stalwarts. **S1**

