



# 白手兴家 东盟华人杰出奖

## ASEAN CHINESE BOOK OF RECORDS AND AWARDS 2023-2024



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# 关于 - 白手兴家

几百年来, 我们的祖辈和父辈们从中国原乡, 几经风浪, 离乡背井来到东南亚, 在这片土地上落地生根, 艰苦奋斗, 繁衍发展, 渐渐让后代接受良好的教育, 并到城市为生活打拼, 成就斐然!

华人的血液里, 传承着自强不息和刻苦耐劳的个性与精神, 为美好的生活努力奋斗, 留下了许多 东南亚海外华人白手兴家的痕迹。

【海水之处有华人】

白手兴家奖与东盟华人奖, 不仅仅是一项表扬奖, 也是为了表扬东南亚华人的坚毅与刻苦的精神! 欢迎各界人士报名参与, 包括百年老品牌、新品牌华企、华裔以及杰出华人。

请千万不要错过您的努力与成就被认可及表扬的机会。

## ABOUT ACBA

For centuries, our forefathers braved countless hardships as they traveled from China to Southeast Asia. Here, they land their roots and strived hard for a better life in the future. They work very hard to give good education to their children.

These core values of hard work, self-improvement, and ingenuity flows through the veins of every Chinese person. Yet their enterprising spirit lead them to create resilience businesses. These overseas Chinese enterprises form the foundation of significant economy today.

Thus, the saying goes, “Wherever there is ocean, there will be Chinese people.”

The ASEAN Chinese Book of Records and Awards is more than just an award. It symbolizes and celebrates the spirit of perseverance and hard work of the overseas Chinese in Southeast Asia.

With this spirit in mind, we invite every overseas Chinese-owned enterprises to participate in this meaningful event.

Take this chance to showcase your achievements. Join the ASEAN Chinese Book of Records and Awards now!

# 颁奖典礼简介

1. 奖项名称：白手兴家东盟华人杰出表扬奖 ASEAN CHINESE AWARD
2. 主题：“白手兴家，树功立业，光辉典范”
3. 目标群众：东盟海外杰出华人、华商与华人
4. 奖项将分为以下三个组别：
  - a. 白手兴家 - 企业表现奖
  - b. 白手兴家 - 企业传承奖
  - c. 白手兴家 - 非企业表扬奖
5. 新晋企业须注册并营业至少1年，荣誉企业须注册并营业至少5年
6. 联合主办单位：国际联盟、精明理财
7. 提名者须从事正当与合法业务。
8. 主办单位拥有最终权力通过提名、入围与决定最终结果。任何诉求恕不受理。

## AWARDS CEREMONY INTRODUCTION

1. Award name: ASEAN Chinese Book of Records and Awards
2. Theme: "From Scratch to Success to Meritorious Deeds"
3. Target audience: Local or overseas ASEAN Chinese companies and businessmen.
4. The awards will be divided into 3 categories:
  - a. ACBA Excellent Enterprise Award
  - b. ACBA Business Legacy Award
  - c. ACBA Non-business Awards
5. "Rising Star" awardees must be registered and operating for at least 1 year, while other outstanding awardees must be registered and operating for at least 5 years.
6. Organisers: Money Compass, International Business Alliance
7. Nominees must be engaged in legitimate and lawful business.
8. All decisions made by the Organisers are final. No appeals will be accepted.





# 白手兴家 东盟华人杰出奖

## 1. 白手兴家 - 入围资格 ACBA Entry Criteria

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### 提名资格：

- 新晋企业须注册并营业至少一年
- 荣誉企业须注册并营业至少五年
- 位于马来西亚的企业必须拥有并呈上大马商业注册（SSM）证明
- 企业表现奖根据企业的收入和利润而定
- 企业传承奖根据品牌创办历史年份而定
- 非企业表扬奖将根据专业、公益、社会、个人，终身成就的贡献而定

### Qualifying Criteria:

- "Rising Star" awardees must be registered and operating for at least 1 year
- Other awardees must be registered and operating for at least 5 years
- Malaysia-based companies must present their company registration documents (lodged with SSM) as proof.
- The Excellence Enterprise Award will be based on the company's revenue and profit for the financial year.
- The Longevity in Business Inheritance Award will be based on the number of years the business has been in operation.
- Non-business categories will be based on career achievements, or contributions to charity or society.

## 2. 白手兴家 - 奖项类别

# ACBA Award Categories

入围者将有机会获得：

- 白手兴家 - 线上表扬机会
- 精美金框荣誉证书和奖杯

Finalists be able to:

- Attend both the ACBA Award Presentation Ceremony (online) and the celebration dinner
- Receive an exclusive certificate and trophy during the celebration dinner

企业/非企业表扬奖项类别 *Biz/ Non-Biz Award Categories*

A. 企业表现奖 *Excellent Enterprise Award*

B. 企业传承奖 *Business Legacy Award*

C. 非企业表扬奖 *Non-business categories:*

i. 专业表现奖 *Distinguished Career Award*

ii. 公益贡献奖 *Philanthropy Award*

iii. 社会贡献奖 *Outstanding Social Responsibility Award*

iv. 个人杰出奖 *Eminent Persons Award*

v. 个人终生成就奖 *Lifetime Achievement Award*



### A. 企业表现奖 *Excellence Enterprise Award*

No	企业表现奖 Award Categories
1	卓越奖 Super Excellence Award
2	优秀奖 Excellence Award
3	杰出奖 Outstanding Award

## B. 企业传承奖 Business Legacy Award

No	品牌创办历史年份 Brand History	企业传承奖 Business Legacy Award Categories
1	1 - 4 年/incorporated years	新晋奖 Rising Star
2	5 - 9 年/incorporated years	一星荣誉奖 One Star Award
3	10 -19 年/incorporated years	二星荣誉奖 Two Stars Award
4	20 - 49 年/incorporated years	三星荣誉奖 Three Stars Award
5	50 - 99 年/incorporated years	四星荣誉奖 Four Stars Award
6	100 年以上/incorporated years and above	五星荣誉奖 Five Stars Award

## C. 非企业表扬奖 Non-Business Categories

No	非企业奖项类别 Non-Business Categories
1	专业表现奖 Distinguished Career Award
2	公益贡献奖 Philanthropy Award
3	社会贡献奖 Outstanding Social Responsibility Award
4	个人杰出奖 Eminent Persons Award
5	个人终身成就奖 Lifetime Achievement Award

### 3. 社交媒体宣传(面子书) Social Media (Facebook)

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- 获奖嘉宾的名单将在 白手兴家 的社交媒体上公布
- 同时宣传获奖嘉宾的商业品牌
- 增加获奖嘉宾企业的曝光率和提升品牌知名度
- Provide platform to promote the brand and the awardees.
- It is an effective way to publicize the awardees' businesses
- Provide possible collaboration and joint entrepreneurial programs for all businessmen.



### 4. 颁奖布条 Award Banner

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- 每位获奖嘉宾均可获得一幅直立的布条
- 可用于摆放在贵公司的展示处，借此提升品牌形象
- Every awardee will receive a vertical banner which can be displayed at the business premises
- It can be used to promote the company, brand and award



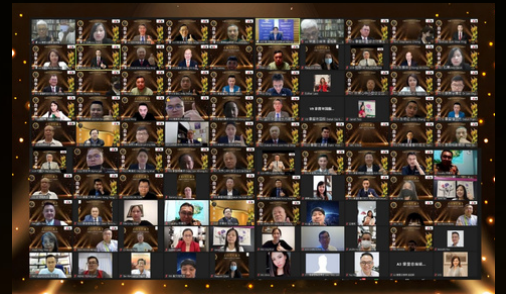


## 5. 线上视频拍摄

# Online Video Shooting

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- 获奖嘉宾可在线上颁奖礼当天参与视频拍摄
- 获奖嘉宾将被邀请发表时长 30秒的获奖感言
- 专业的团队会为您剪辑出一段完整的视频以作宣传贵公司的品牌，增加曝光率
- Awardees can participate in the video shooting session during the day of the awards ceremony.
- Winners will be invited to give a 30-second acceptance speech.
- The video will be professionally edited and used to promote each company's brand as well as increase exposure.



## 6. 专业视频拍摄

# Professional Video Shooting

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- 获奖嘉宾可以选择以下配套以进行专业的视频拍摄：
  - 黄金配套
  - 白金配套
  - 钻石配套
- 专业拍摄团队将会拜访贵公司，进行专业的视频拍摄
- Awardees may select the following packages to get professional video production done:
  - Gold Package
  - Platinum Package
  - Diamond Package
- The videography team will arrange for the session to be done at the awardees' company premises or office.



## 7. 白手兴家 - 杂志报导/专访

### ACBA Magazine Report/Interview

- 获奖嘉宾可获得白手兴家的杂志报导 / 专访
- 根据不同配套的选择将获得不同的模式以及印本数量：
- Awardees are entitled to ONE (1) ACBA magazine report / interview.
- The interview format and number of magazines that the awardee will received shall be based on the packages below:

配套 Package	杂志模式 Magazine Model	免费数量 No of Copies
星级 / Star	报导 x 1页 / Report x 1 page	2
闪银 / Silver	报导 x 1页 / Report x 1 page	5
黄金 / Gold	专访+拍摄 x 2页 / Interview + Photo shoot x 2 pages	10
白金 / Platinum	封面专访+拍摄 x 6页 / Cover interview + Photo shoot x 6 pages	20
钻石 / Diamond	封面专访+拍摄 x 6页 / Cover interview + Photo shoot x 6 pages	30

## 8. 慈善与庆祝晚宴

### Charity and Celebration Dinner

- 获奖嘉宾将会被邀请出席线下的庆祝盛宴
- 获奖嘉宾将会根据所选择的配套的级别获得不同数量的免费票券
- All awardees are invited to the in-person celebration dinner event.
- Guest tickets allocated are based on the packages chosen

配套 Package	免费票券数量/人 Ticket/Person
星级 / Star	2
闪银 / Silver	3
黄金 / Gold	6
白金 / Platinum	8
钻石 / Diamond	10

## 9. 白手兴家-东盟华人与企业记录大全及线上白手兴家名人榜 ACBA Book of Records and Online Chinese Entrepreneurs Wikipedia

- 获奖嘉宾将会获得主办单位出版的纪录大全
- 特刊将会派发于东盟五百家主要的华人图书馆以及商业团体
- Awardees will receive a special edition print of the ACBA Book of Records from the organiser.
- The Book of Records will be distributed among 5,000 Chinese libraries and business groups across ASEAN.
- Awardees may choose their desired special edition issue slots based on the packages below:



配套 Package	版位面积 Advertising Space
星级 / Star	商标 +1/4版 / Logo + 1/4 page
闪银 / Silver	商标 + 照片 + 1/2版 / Logo + Photo + 1/2 page
黄金 / Gold	专访2版 / Interview 2 pages
白金 / Platinum	专访2版 / Interview 2 pages
钻石 / Diamond	专访2版 / Interview 2 pages

## 10. 白手兴家 - 自传著书系列 ACBA Autobiography Series

- 钻石配套专享
- 选择钻石配套的公司定制化的自传著书
- 包括专访、撰写、摄影、排版。由经验丰富的编辑为白手兴家企业家撰写自传
- 自传著书的规格为120页，印刷数量共500本
- Exclusive to Diamond Package only.
- Awardee that chooses the Diamond Package will be entitled to a customised autobiography package.
- An experienced editorial team will handle the drafting, typesetting, graphics, and printing of your one-of-a-kind profile highlighting your achievements.
- The contents are 120 pages or less, with a print run of 500 copies.



# 表扬者 HALL OF FAME 2021 & 2022



Mighty Leadership Award



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SEED HARVEST ACADEMY EDWARD





## 白手兴家 - 东盟华人杰出表扬奖



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