

PUMM

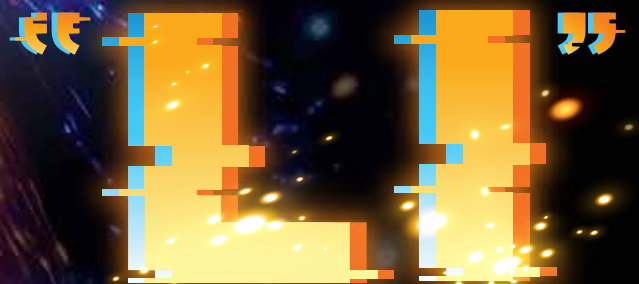
Persatuan Usahawan Maju Malaysia
Malaysia Entrepreneurs' Development Association
马来西亚创业促进会

MALAYSIA
2025
ROLE
MODEL
RECOGNITION

RECOGNITION FOR MALAYSIA
OUTSTANDING ENTREPRENEURS
马来西亚楷模人物表扬

楷模人物

**UNLEASH
YOUR**



Leadership Intelligence
in an AI World



Persatuan Usahawan Maju Malaysia
Malaysia Entrepreneurs' Development Association
马来西亚创业促进会

The Malaysia Entrepreneurs' Development Association (Persatuan Usahawan Maju Malaysia - PUMM) is a multi-racial, non-profit organisation established 30 years ago with the vision of promoting and nurturing entrepreneurial spirit among young Malaysians. PUMM was founded by Tan Sri Lee Kim Yew.

To date, PUMM has grown significantly, boasting nearly 3,000 accomplished entrepreneurs as members nationwide. PUMM is looking forward to welcoming Kedah and Kelantan into its fold, joining existing State Liaisons in Perak, Penang, Kuala Lumpur & Selangor, Pahang, Johor, Sabah, Negeri Sembilan, Malacca, and Sarawak. With a committed team across ten states, we remain steadfast in upholding PUMM's mission and vision.

Since its establishment, PUMM has successfully empowered many aspiring entrepreneurs by providing a sustainable platform for learning and business exchange. This support has helped them thrive in the national economy and become first-class enterprises in the new economy. Furthermore, PUMM has made significant contributions to national economic development through its resources and initiatives. With ongoing support from the public and media, PUMM continues to pursue national aspirations through impactful events and projects led by the Central Committee and State Liaisons nationwide.

Today, under the leadership of Mr Tan Lay Seong and a dynamic, passionate team of Central and State Committee members, PUMM is committed to nurturing young talent, realising entrepreneurial ideals, and contributing positively to society and national economic progress.

马来西亚创业促进会 (Persatuan Usahawan Maju Malaysia - PUMM) 是一个多元种族、非营利性的组织，于30年前成立，旨在推广和培育马来西亚年轻人之间的创业精神。PUMM由Tan Sri Lee Kim Yew创办。

至今，PUMM已取得显著发展，拥有近3,000名来自全国各地的成功企业家会员。PUMM正积极迎接吉打与吉兰丹的加入，补充现有在霹雳、檳城、吉隆坡与雪兰莪、彭亨、柔佛、沙巴、森美兰、马六甲及砂拉越的州联络站队伍。凭借十州联络团队的齐心协力，我们始终坚定地贯彻PUMM的使命与愿景。

自成立以来，PUMM成功赋能众多有志创业者，提供可持续的平台以促进学习与商业交流。这些支持帮助他们在国家经济中茁壮成长，迈向新经济中的一流企业。此外，PUMM也通过丰富的资源与举措，为国家经济发展作出重要贡献。在公众与媒体的持续支持下，PUMM继续推动国家愿景，通过中央委员会与州联络处举办有影响力的活动与项目。

如今，在Tan Lay Seong先生的领导下，以及中央与州委员会成员组成的充满热忱的团队带领下，PUMM坚定不移地致力于培育青年人才，实现创业理想，并积极为社会与国家经济发展作出贡献。



MISSION

To develop an ecosystem that inspires and nurtures Malaysian entrepreneurs and communities; to connect, guide, and share best business practices with aspiring entrepreneurs.

打造一个促进与发展马来西亚企业家和社区的生态圈;提供交流、引导与分享最优越的商业实践经验于有理想有抱负的企业家

VISION

To be the leading development platform for entrepreneurs in Malaysia and globally.

成为马来西亚及全球领先的企业家发展平台

PUMM

Persatuan Usahawan Maju Malaysia
Malaysia Entrepreneurs' Development Association
马来西亚创业促进会



LEAD LIKE A LION: IGNITING LEADERSHIP INTELLIGENCE IN AN AI-DRIVEN WORLD

像狮子般领导：在人工智能驱动的时代点燃领导智慧

In today's fast-evolving world, leadership demands more than traditional wisdom. It requires Leadership Intelligence — the ability to blend empathy, foresight, and adaptability in an AI-driven age. Like the lion, true leaders must rise with strength, courage, and resilience to face tomorrow's challenges.

For over three decades, the Malaysia Entrepreneurs' Development Association (PUMM) has been more than just a network — it's a movement. We've empowered entrepreneurs to lead with purpose, intelligence, and conviction, guiding them through the complexities of a world shaped by AI and digital transformation.

As AI reshapes leadership, true leaders must harness technology while maintaining the human touch. At PUMM, we are committed to helping you develop this leadership intelligence, tapping into the lion's strength to transform businesses and the world. Together, we move forward — unstoppable, courageous, and ready to define leadership in the age of innovation.

在当今快速变化的世界中，领导力不再仅仅依赖传统智慧。它需要的是“领导智慧”——即在人工智能时代中，将同理心、远见与适应能力融为一体的能力。如同狮子一样，真正的领导者必须以坚强、勇气与韧性，迎接未来的挑战。

三十多年来，马来西亚创业促进会 (PUMM) 不仅是一个人脉网络，更是一场运动。我们赋予企业家以目标、智慧与信念，引导他们穿越由人工智能与数字转型所塑造的世界复杂性。

随着人工智能重塑领导格局，真正的领导者必须掌握科技的力量，同时保有人性的温度。PUMM致力于协助您发展这项“领导智慧”，激发您如狮子般的力量，推动企业与世界转型。我们一起前行——无可阻挡、无所畏惧，并为新时代的创新领导力重新定义标准。



The Malaysia Role Model Recognition (MRMR) is a special tribute that honours and preserves the exceptional entrepreneurial spirit of Malaysia's most inspiring and influential business leaders for future generations. We are proud to acknowledge these Role Models — elite entrepreneurs who exemplify true entrepreneurial spirit and values within Malaysia's business community.

With your continued support, PUMM will continue to thrive and grow, becoming a valuable and influential association not only in Malaysia but also internationally. Together, let us remain committed to upholding and fulfilling the mission and vision of PUMM.

Thank you for being a part of this remarkable journey. We look forward to reaching greater heights together.

马来西亚楷模表彰 (MRMR) 是一项特别的致敬活动，旨在表彰并传承马来西亚最具启发性和影响力的商业领袖所展现的卓越创业精神，惠及后代。我们非常荣幸能够表彰这些楷模人物——他们是企业界的精英，体现了真正的企业家精神与价值观。

在您持续的支持下，PUMM将不断壮大，成为不仅在马来西亚，也在国际舞台上具有影响力和价值的协会。让我们携手共同致力于实现PUMM的使命与愿景。

感谢您参与这段非凡的旅程，我们期待与您一同迈向更高的成就。



MALAYSIA ROLE MODEL RECOGNITION 2025 CATEGORIES



Recognising and affirming individuals with exceptional achievements in their profession or field. These visionary leaders demonstrate both local and international business influence, resilient leadership, and philanthropic values that uplift the national economy. They serve as inspiring role models for overcoming challenges within their industries.

表彰在其专业或领域中取得杰出成就的个人。这些具有远见的领导者展现了本地和国际商业影响力、坚韧不拔的领导力以及提升国家经济的慈善价值观。他们在各自行业中克服挑战的过程中，成为激励人心的榜样。



Recognising and affirming highly respected individuals and organisations with remarkable achievements, social contributions, and influence in their profession or field. These figures serve as exemplary national role models for entrepreneurs from all walks of life.

表彰在其专业或领域中取得显著成就、社会贡献和影响力的受人尊敬的个人及组织。这些人物是来自各行各业企业家的全国模范榜样。



Recognising and affirming individuals, organisations, and corporate leaders with outstanding performance and achievements in their respective professions or industries.

表彰在其专业或行业中表现卓越并取得杰出成就的个人、组织和企业领导者。

STRENGTH I

以荣誉

A salute to the iconic national
our trophies and inspired

向那些曾为我们颁奖并以其出席鼓



Tan Sri
Muhyiddin Yassin

Former Prime Minister (2020-2021)

前首相 (2020-2021)



N HONOUR

为力量

leaders who have presented
us with their presence.

舞人心的国家级标志性领袖致敬。

OR-GENERAL OF
MALAYSIA

IZATION (O) STANDING COMMITTEE ON
PAREDNI AND RESISE (SCHE

HEA



YAB Dato' Sri
Haji Fadillah bin Haji Yusof
Deputy Prime Minister (Current)

副首相（现任）



Senator Tan Sri Dato'
Low Kian Chuan



Tan Sri Dato' Seri
Dr. Noor Hisham



iconic ROLE MODEL

标杆楷模人物

Recognizing Distinguished
Benchmarking Role Models

表扬标杆卓越楷模人物

ICONIC ROLE MODEL

青创标杆楷模人物

Recognising and affirming individuals with exceptional achievements in their profession or field. These visionary leaders demonstrate both local and international business influence, resilient leadership, and philanthropic values that uplift the national economy. They serve as inspiring role models for overcoming challenges within their industries.

表彰在其专业或领域中取得杰出成就的个人。这些具有远见的领导者展现了本地和国际商业影响力、坚韧不拔的领导力以及提升国家经济的慈善价值观。他们在各自行业中克服挑战的过程中，成为激励人心的榜样。



Dato'
Koh Yaw Hui

Master
Chris Leong

Jovi Theng



Dato' Sri Jackie
Tor Teck Gee



Sharil Hamdan



Star ROLE MODEL

杰出楷模人物

Recognizing Outstanding
Role Models

表扬模范杰出楷模人物



Dato' Goh
Cheh Yak



Lai Teck Kean

Sherene Chew

STAR ROLE MODEL

青创杰出楷模人物

Recognising and affirming highly respected individuals and organisations with remarkable achievements, social contributions, and influence in their profession or field. These figures serve as exemplary national role models for entrepreneurs from all walks of life.

表彰在其专业或领域中取得显著成就、社会贡献和影响力的受人尊敬的个人及组织。这些人物是来自各行各业企业家的全国模范榜样。



Owen Yap

Vince Tan
Teck How

Eddie Ho

ROLE MODEL

菁英楷模人物

Recognizing Elite
Role Models
表扬模范菁英楷模人物



Leonm Tang Kai Zhe



Dr Tan Yen Wooi



Yens Yen kai



Dr Eric Ang



Eric Lee



Eric Ng Wuoi Uoi



Elvin Lim Jit Soon



Giselle Joo

ROLE MODEL

精英楷模人物

Recognising and affirming individuals, organisations, and corporate leaders with outstanding performance and achievements in their respective professions or industries.

表彰在其专业或行业中表现卓越并取得杰出成就的个人、组织和企业领导者。



KN KeyNg



Nicholas Gan



Michael Teoh



Oscar Low Chun Siang

Paresh Subramaniam

Siling Pua

Arlene Tan Eng Guat



Moh Wei Ken

Aaron Yap

Master Ern Cher

Thomas Chiam Wee Meng



Lina Hu

James Tan Teng Huat

Wong Wan Chin



Kam Chee Meng

Kenny Shiau

Winsern Loy

Jet Lim Beng Keat



Peh Kean Teck

Stephy Eng Ke Xin

Andy Tan Kah Hui

Viola Ang

GALLERY

照片集

PUMM
Persatuan Usahawan Maju Malaysia
Malaysia Entrepreneurs' Development Association
马来西亚创业促进会

**PUMM 30TH ANNIVERSARY
CUM CENTRAL COMMITTEE
2023 MALAYSIA ROLE MODEL AWARDS**

**马来西亚创业促进会
2023-2024 年度颁奖典礼**



**Iconic
ROLE
MODEL
AWARDS**

PUMM
Persatuan Usahawan Maju Malaysia
Malaysia Entrepreneurs' Development Association
马来西亚创业促进会

**30th
ANNIVERSARY
&
CENTRAL COMMITTEE**

ICONIC ROLE MODEL RECOGNITION



**Star
ROLE
MODEL
AWARDS**

PUMM
Persatuan Usahawan Maju Malaysia
Malaysia Entrepreneurs' Development Association
马来西亚创业促进会

STAR ROLE MODEL RECOGNITION



ALAYSIA
ROLE
MODEL
RECOGNITION
RECOGNITION FOR MALAYSIA
OF STANDING & PROMINENCE
KABERAN

IVERSARY E INSTALLATION & RECOGNITION NIGHT

三十周年庆典



M
30TH
PUMM
ANNIVERSARY
CUM CENTRAL COMMITTEE
INSTALLATION &
ROLE MODEL RECOGNITION

RECOGNITION

ROLE
MODEL
RECOGNITION

PUMM
Persatuan Usahawan Melayu-Malaysia
Melayu Entrepreneur's Association
KABERAN

30TH
PUMM
ANNIVERSARY
CUM CENTRAL COMMITTEE
INSTALLATION &
ROLE MODEL RECOGNITION

ROLE MODEL RECOGNITION





ACCEPTANCE DECLARATION

接受声明

I HEREBY AGREE TO 本人在此同意:



Notify the PUMM Secretariat of any changes to the information I have provided.

通知马来西亚创业促进会 (PUMM) 秘书处有关我所提供资料的任何更改。



Participate voluntarily and attend the PUMM 2025 Role Model Recognition Night.

自愿参与并出席PUMM 2025楷模人物表彰之夜。



Abide by the guidelines regarding the use of the Persatuan Usahawan Maju Malaysia (PUMM) logo, the PUMM Role Model Recognition 2025 logo, and all promotional materials related to the programme.

遵守有关使用马来西亚创业促进会 (PUMM) 标志、PUMM榜样人物表2025标志, 以及所有与该计划相关宣传材料的规定。

I SOLEMNLY DECLARE AND CONFIRM THAT 本人郑重声明并确认:



The information provided in this participation form is true and accurate.

此申请表中所提供的资料真实且准确无误。



I am not an undischarged bankrupt, and there are no bankruptcy petitions pending or threatened against me or my company.

本人并非未脱产的破产人士, 且本人或我的公司目前无任何破产申请在进行中或受到威胁。



I have not been convicted of any offence in a court of law in any country, and there are no legal proceedings pending against me in respect of any offence.

本人未曾在任何国家的法院被定罪, 且目前无任何法律诉讼在进行中或与任何罪行有关。

Signature & Company Stamp 签名及公司盖章

Name 姓名:

Designation 职务:

Date 日期:



MALAYSIA ROLE MODEL RECOGNITION 2025 CATEGORIES

马来西亚楷模人物表彰2025类别



- Publicity across PUMM social media pages
在PUMM社交媒体页面进行宣传
- Complimentary one (1) VVIP seat in PUMM Role Model Recognition Night 2025
获得一个PUMM楷模人物表彰之夜2025 VVIP座位
- Complimentary one (1) table in PUMM Role Model Recognition Night 2025
获得一桌PUMM楷模人物表彰之夜2025宴会席位
- Congratulatory advertisement on appointed press
在指定媒体刊登祝贺广告
- Unique hand-crafted Role Model trophy
独一无二手工打造的楷模人物奖杯
- Malaysia Role Model Framed Recognition Certificate
马来西亚楷模人物表彰荣誉证书(装框)
- Video Interview Shoot
视专访拍摄



- Publicity across PUMM social media pages
在PUMM社交媒体页面进行宣传
- Complimentary one (1) VIP seat in PUMM Role Model Recognition Night 2025
获得一个PUMM楷模人物表彰之夜2025 VIP座位
- Complimentary one (1) table in PUMM Role Model Recognition Night 2025
获得一桌PUMM楷模人物表彰之夜2025宴会席位
- Congratulatory advertisement on appointed press
在指定媒体刊登祝贺广告
- Unique hand-crafted Role Model trophy
独一无二手工打造的楷模人物奖杯
- Malaysia Role Model Framed Recognition Certificate
马来西亚楷模人物表彰荣誉证书(装框)
- Video Interview Shoot
视专访拍摄



- Publicity across PUMM social media pages
在PUMM社交媒体页面进行宣传
- Complimentary one (1) VIP seat in PUMM Role Model Recognition Night 2025
获得一个PUMM楷模人物表彰之夜2025 VIP座位
- Complimentary one (1) table in PUMM Role Model Recognition Night 2025
获得一桌PUMM楷模人物表彰之夜2025宴会席位
- Congratulatory advertisement on appointed press
在指定媒体刊登祝贺广告
- Unique hand-crafted Role Model trophy
独一无二手工打造的楷模人物奖杯
- Malaysia Role Model Framed Recognition Certificate
马来西亚楷模人物表彰荣誉证书(装框)
- Video Interview Shoot
视专访拍摄

**Malaysia Role Model Recognition Ceremony is scheduled to be held during PUMM 32nd Anniversary Installation cum Role Model Recognition Night 2025.

**备注: 马来西亚楷模人物表彰典礼将于PUMM 32周年纪念安装礼暨楷模人物表彰之夜2025期间举行。

APPLICATION FORM 申请表格

KINDLY TICK ON THE CATEGORY TO APPLY

请在所申请的类别上打勾

☐☐☐

NOMINEE DETAILS 被提名人资料

Membership No. (If have) 会员编号 (如有)	
Title 头衔	<input type="checkbox"/> Tan Sri <input type="checkbox"/> Dato' Sri <input type="checkbox"/> Dato' <input type="checkbox"/> Mr. <input type="checkbox"/> Ms. <input type="checkbox"/> Dr. <input type="checkbox"/> Others
Name (As Per IC) 姓名 (依据身份证)	
NRIC No. 新身份证号码	
Contact No. 联络号码	
Email Address 电邮	
Mailing Address 通讯地址	

COMPANY DETAILS 公司资料

Company Name 公司名称	
Company Reg. No 公司注册号码	Date Of Incorporation 注册成立日期
Contact No. 联络号码	
Email Address 电邮	
Mailing Address 通讯地址	
Website 网页	

INDUSTRY 行业

<input type="checkbox"/> Professional Service 专业服务	<input type="checkbox"/> Travel 旅游	<input type="checkbox"/> Education 教育	<input type="checkbox"/> Logistics 物流	<input type="checkbox"/> Informational Technology 资讯工艺
<input type="checkbox"/> Telecommunication 电讯	<input type="checkbox"/> Wholesale 批发	<input type="checkbox"/> Retail 零售	<input type="checkbox"/> Hospitality 酒店业	<input type="checkbox"/> Real Estate Construction 房地产建设
<input type="checkbox"/> Finance & Investment 财务投资	<input type="checkbox"/> Others 其他:			

Business Nature 行业性质	
----------------------	--

INTRODUCER DETAILS 推荐人资料

PROPOSED BY 提议

Name 姓名	
LM No. 会员编号	
Position 职位	

*Must be Central Committee or State Liaison Chairman Only
*必须是中央理事或州主席

SECONDED BY 附议

Name 姓名	
LM No. 会员编号	
Position 职位	

*Must be Central Committee or State Liaison Committee Only
*必须是中央理事或州理事

*All applications submitted are subject to Panelist's approval and acceptance. *所有提交的申请均经评审小组的批准和接受

QUESTION 问题说明

1. Kindly answer the questions according to the category you are applying for. Answers may be submitted in a separate document.
请根据您申请的奖项类别作答。答案可另附文件提交。
2. Applicants are encouraged to include other relevant supporting documents with this application.
鼓励申请者随申请表一并提交其他相关支持文件。

1 ICONIC ROLE MODEL / STAR ROLE MODEL / ROLE MODEL 申请者:
Please list and describe how you position yourself and your company as more outstanding compared to others in the same profession or field.
请列出并描述您本人或公司在同领域中如何展现出卓越表现, 相较他人更为突出。

2 ICONIC ROLE MODEL / STAR ROLE MODEL 申请者:
Please list and describe your personal and/or your company's outstanding achievements, contributions to society, and the influence you have made in your profession or field.
请列出并描述您个人及/或公司在所从事领域中的杰出成就、对社会的贡献及所产生的影响力。

3 ICONIC ROLE MODEL ONLY 申请者:
Please list and describe notable achievements and recognitions you or your company have received that have had a significant impact locally and/or internationally.
请列出并描述您本人或公司所获得的重要成就与荣誉, 这些成果需在本地和/或国际上产生显著影响。

4 STAR ROLE MODEL / ROLE MODEL 申请者:
How do you plan to drive innovation and personal growth in the next five years? What specific achievements do you hope to accomplish as a result?
您如何计划在未来五年推动创新与个人成长? 您期望达成哪些具体成果?

NEEDED DOCUMENTS CHECKLIST

所需文件清单

Application form: Fill out the application form with all necessary personal and business information.

申请表: 填写完整的个人及企业基本资料申请表。

Business portfolio: Include company registration and a detailed portfolio of your business achievements, innovations, and contributions to the industry.

企业简介: 包括公司注册文件及详尽的企业成就、创新项目及行业贡献。

Supporting documents: Provide any supporting documents that demonstrate your outstanding contributions to the business and society, such as press clippings, awards, and recognitions.

支持文件: 提交能证明您对企业和社会有杰出贡献的相关文件, 如新闻报道、奖项、荣誉等。

NON-OPTIONAL 必须提交

References: Provide references from respected individuals in the industry who can vouch for your achievements and contributions.

推荐信: 请提供来自业界权威人士的推荐信, 以证明您的成就与贡献。

Donation receipt: Provide a copy of the donation receipt.

捐款收据: 请附上捐款收据副本。

FOR OFFICE USE ONLY 仅供主办单位填写

Deadline of entries 截止日期:

31 Aug 2025

Submit your applications to 提交申请至:

Persatuan Usahawan Maju Malaysia (PUMM)
Unit H-11-02, Blok H, Setiawalk, Persiaran Wawasan,
Pusat Bandar Puchong, 47160, Puchong, Selangor

Contact Number 联系电话:
017-630 5132

Email 电子邮箱:
pummk1@gmail.com

For Inquiry, Please Contact 如有疑问, 请联系:

Organising Chairman 主办单位主席

Mr. Eugene Ng
012-232 3455



Organising Chairman 主办单位主席:

Mr. Eugene Ng

012-232 3455

Contact Us 联系我们:

Persatuan Usahawan Maju Malaysia (PUMM)

Unit H-11-02, Blok H, Setiawalk, Persiaran Wawasan
Pusat Bandar Puchong, 47160, Puchong, Selangor

Contact Number 联系电话:

017-630 5132

Email 电子邮箱:

pummkl@gmail.com