

invEurope

FEBRUARY 2008



Limkokwing University awarded

MR. LIM KOK WING JR.,
DIRECTOR OF INTERNATIONAL
DEVELOPMENT, AND
DR. JAYLES YEOH,
ASSOCIATE PROFESSOR AND
VICE PRESIDENT, INTERNATIONAL
DEVELOPMENT
FROM MALAYSIA,
RECEIVED THE THROPHY
IN THE INTERCONTINENTAL'S
THEATERSAAL CONVENTION HALL.

with the
International
Arch of Europe
Award
in Frankfurt



Three Brand Leaders
Jaguar, BMW
and Cadillac

Windows
Designing
the Future



Apple iPhone
The New Invasion

Mr. Lim Kok Wing Jr., Director of International Development, and Dr. Jayles Yeoh, Associate Professor and Vice President, International Development, of Limkokwing University from Malaysia, received the International Arch of Europe Award from Mr. Jose E. Prieto, President and Ceo of BID.



Limkokwing University

OUTSTANDING business leaders from 47 countries received the International Arch of Europe Award for Quality and Technology at the Convention organized by B.I.D. in Frankfurt.

The Best in Quality and Excellence

The International Arch of Europe for Quality and Technology Award Winners in Frankfurt

These Presidents and General Managers get their message across through the shared language of quality principles, describing practices in their respective host countries. The audience was comprised of many nations, each with multiple backgrounds, languages and personalities.

Frankfurt hosted the International Arch of Europe for Quality and Technology Convention convened by Business Initiative Directions in February 2008 to award companies which strive for excellence. The contribution to the national economies of the business leaders who run these companies is noteworthy making a difference in the life of their fellow citizens by bringing about wealth and development.

Among the important companies attending this event was Samba Financial Group from Saudi Arabia. It is a pre-eminent financial services company whose history dates back to the founding of Samba Financial Group in 1980 as a result of the takeover of Citibank branches in Saudi Arabia.

Visakhapatnam Steel Plant from India was among the most distinguished awardees. It is a continuously growing steel plant, the largest in India, belonging to Rashtriya Ispat Nigam Ltd.

Another outstanding awardee was Limkokwing University of Creative Technology from Malaysia. This dynamic and cosmopolitan

University, with operating campuses in Malaysia, the United Kingdom, China, Indonesia and Botswana, has attracted some 16,000 students. Its graduate students receive intensive, advanced training and the opportunity to pursue research in a wide range of academic programs and fields such as: architecture, design, business management, communication, technology. Middle East Oil Refinery from Egypt was among the most noteworthy awardees. This is a state-of-the-art refinery operating in Ameriya, 7 km far from the Sidi Kerir oil terminal of the Suez-Mediterranean crude oil pipeline next to Dekheila port. Since 1986 Business Initiative Directions has presented awards which have grown in impact, being today symbolic of performance, excellence and quality. They influence the business world due to their enormous media impact, by helping to create campaigns, which encourage companies in their goals and stabilize their client base. Jose E. Prieto, President and CEO of BID, had an opportunity to meet many of the business people, who

in previous years were awarded during international Conventions in London, Paris, Geneva, New York, Moscow, Madrid and Frankfurt. Such is the case of Limkokwing University of Creative Technology from Malaysia, whose managers publicly renewed their commitment to quality. The implementation of the QC100 TQM Model inherent to the award into the processes of the Malaysian company has put Limkokwing University together with companies from other 173 countries at the cutting edge of innovative organizational systems, management of human resources, as well as in the creation of their curriculum. These companies have managed to foment creativity, innovation, the use of technology, and leadership.

The events BID holds throughout the year, just like the IAE Convention held in Frankfurt, are meeting points of discoverers and conquerors of markets, whose permanent quest for improvement leads them to greater success, Mr. Lim Kok Wing Jr. and Dr. Jayles Yeoh being noteworthy among these achievers.



Dr. Jayles Yeoh, Associate Professor and Vice President, International Development of Limkokwing University of Creative Technology, received the International Arch of Europe Award for outstanding achievements in the educational sector.

