



Guest of Honour

**Tuan Yang Terutama Tun Datuk Seri Utama
Mohd Khalil Bin Yaakob**

S.M.N, P.S.M, D.U.N.M, S.J.M.K, S.S.A.P, S.I.M.P,
S.P.D.K, D.P, D.S.A.P, J.S.M, S.M.P, G.C.O.M. (GER)

Governor of Melaka



"To boost competitiveness of Melaka-based companies towards business excellence leading to the well-being of the community"

- Mission of CMA

The CMA was started in 2007 in recognition of the importance of the business sectors to the vitality of the Melaka economy. Various studies have shown that competitiveness founded on quality and productivity has a long-term effect on the health of the economy. In fact, award winners have been shown to excel in share prices, sales, profits and employment compared to similar companies.

It should come as no surprise that almost all developed countries in the world are promoting national and state awards to enhance competitiveness. In the same regard, the CMA seeks to promote business excellence amongst the manufacturing companies operating in our state. To this end, the award process itself will give feedback to companies on the progress of the alignment of their strategic practices and their results.

A special thanks to our Governor TYT Tun Datuk Seri Utama Mohd. Khalil bin Yaakob for gracing this occasion.

I also want to record my appreciation to the CMA Committee and the Panel of Assessors for their efforts in making the Melaka Chief Minister Awards 2007 a success.

My Congratulations to the Award and Prize winners of the Melaka Chief Minister Award 2007.

Melaka
CMA

Y.A.B. Datuk Seri Hj. Mohd Ali Bin Mohd Rustam
DGSM, DCSM, DMSM, DSM, PBM
Chief Minister of Melaka



Congratulation to all the participants of the Melaka Chief Minister Awards 2007.

The CMA Committee is pleased with the different types of industry participating in our event this year. This augurs well for the acceptance of the CMA and the adoption of productivity and quality practices in Melaka.

The additional stated intention of the Chief Minister Award to boost more Melaka-based companies to national recognition are aligned, to the Prime Minister Quality Award (PMQA). We hope to see successful Melaka-based companies in the PMQA in the coming years.

The on-site assessment are intended to highlight important areas of excellence for improvement to the participating companies, and at the same time provide the CMA committee a more thorough framework for selection of best performing companies in the various criteria.

The improvements cannot be achieved without the support of key contributors. We want to thank YAB Datuk Seri Hj. Mohd Ali bin Mohd Rustam for his guidance and advice.

I also want to personally thank the members of the CMA Committee, the independent Panel of Assessors, and all related departments for their hard work and contribution in making the Melaka Chief Minister Award 2007 a success.

A handwritten signature in black ink, appearing to be 'Ahmad Bin Hamzah', written in a cursive style.

YB. Datuk Wira Hj. Ahmad Bin Hamzah
DCSM, DMSM, KMN, PJK
Chairman,
Melaka Chief Minister Award 2007.
State Executive Councillor for Industrial Development,
Trade, Entrepreneur Development & Cooperative.





On behalf of the Panel of Assessors, we want to thank the Chief Minister and the CMA Committee for placing their confidence in us to carry out the CMA assessment process.

The 3-step Melaka CMA assessment process is designed to contribute to the accuracy, validity and consistency of the assessment judgments made by the assessors. The first step is individual assessor review of the submission document. The second step is the on-site verification assessment of short-listed companies. The assessors are responsible to verify the contents of the submission documents focusing on the holistic application of enablers and achievement of results by the organization. The last step is the cross-checking of findings and consensus scoring by the assessor team.

We are pleased that for this year's participants who were site-visited - apart from the comparison scoring that was provided previously - will also be provided feedback reports on strengths and areas of improvement. This development signals a shift in emphasis of using the CMA process for organizational improvement rather than just winning the Award or one of the Prizes.

The role of the assessors is made necessary by the willingness of companies to seek external judgment and benchmarks. The assessors want to record our appreciation to the participating companies for their courage, hospitality, openness and patience in addressing our questions during the site visits.

I also want to add my personal appreciation to my assessor team for recognizing that for the trust place in us, we owe a duty of care to conduct the assessment with integrity, diligence and independence. More importantly, during the many long days and nights of consensus alignment and scoring, the camaraderie and team spirit was always positive and full of laughter.

Last but not least, our sincere congratulations to the Award and Prize winners of CMA 2007.

A handwritten signature in black ink, appearing to read 'Kenzer', with a stylized flourish extending from the end.

Kenzer Tan Heck Wee
Chief Assessor, CMA 2007
mQc Incorporated Sdn Bhd



MELAKA CHIEF MINISTER AWARD

This award is given in recognition of the company's efforts to be locally significant and globally relevant. This must be demonstrated through the translation of leadership plans into actions, creation of customer value, and the established framework of human systems and processes to make it possible.

The award is given to organizations that achieve the qualifying standard for all the CMA criteria individually, and collectively meets the standards of the award.



A Symbol of Excellence



Chief Minister Prize

Prize is given to organizations that have almost comparable evaluation as the CMA Winner for the award year. Consideration is also given when no participating companies fulfill the minimum qualifying standards for the CMA, the best ones will be selected for the Prize.

Leadership & People Prize

The company's leadership demonstrates a transforming vision and mission for the organization that is translated into plans and actions.

Caring Employer practices are recognized to build the people's commitment and drive for organizational excellence.

Customer Focus & Quality Prize

The company recognizes customer loyalty and market share gain is maximized through a clear focus on the needs and expectations of both existing and potential customers. Quality performance is monitored and reviewed as key measure to strive for organizational excellence.

Information & Processes Prize

The company is managing the organization through a clear and integrated set of processes and systems. Organizational decisions are made based on factually reliable information relating to present and projected stakeholder needs and expectations, and the performance of competitors.



ACHIEVEMENT AWARD

Certificate of Achievement for Corporate Milestone

VisDynamics Research Sdn Bhd

The people and government of the state of Melaka would like to join in congratulating one of our local company - VisDynamics Research Sdn Bhd (VRSB) - for the successful listing of its holding company, VisDynamics Holdings Berhad, on the MESDAQ market of Bursa Malaysia on 13 April, 2006.

VisDynamics Research Sdn Bhd (VRSB) core competencies are in machine vision system (Vis) and the sciences of force and motion (Dynamics). VRSB is principally engaged in the R&D, design, assembly, and final set-up and tuning of test/backend semiconductor equipment in the automated test equipment industry for semiconductors.





ORGANISING COMMITTEE

Hon. Datuk Wira Hj. Ahmad Bin Hamzah

Chairman for Trade, Industry, Entrepreneurial Development
and Cooperative Committee
Chairman, Chief Minister Award Committee 2007

Mr. Zamrud Mansor

Executive Director, Melaka Industrial Skills Development Centre
(MISDEC)

Mr. Zakaria Bin Kamis

Director, Malaysian Industrial Development Authority (MIDA)
Melaka Branch

YM Raja Yahya Raja Ariffin

Director, SIRIM, Melaka Branch

Mr. Kenzer Tan Heck Wee

President, mQc Incorporated (mQc)

Mr. Mohamad Jalani Mohamad Said

Manager, Invest Melaka

PANEL OF ASSESSORS

Kenzer Tan Heck Wee - Chief Assessor	(mQc)
Dr. Bong Cheng Siong	(mQc)
Hazizul Zamrud	(MISDEC)
Carole Tiw Pei Yung	(mQc)
Mohamad Jalani Mohamad Said	(Invest Melaka)
Muhamad Shabri Bin Kasim	(Invest Melaka)