

A one-of-a-kind showcase cum
empowerment facility to transform
small and medium-sized enterprises
into global businesses through
strategic use of branding.



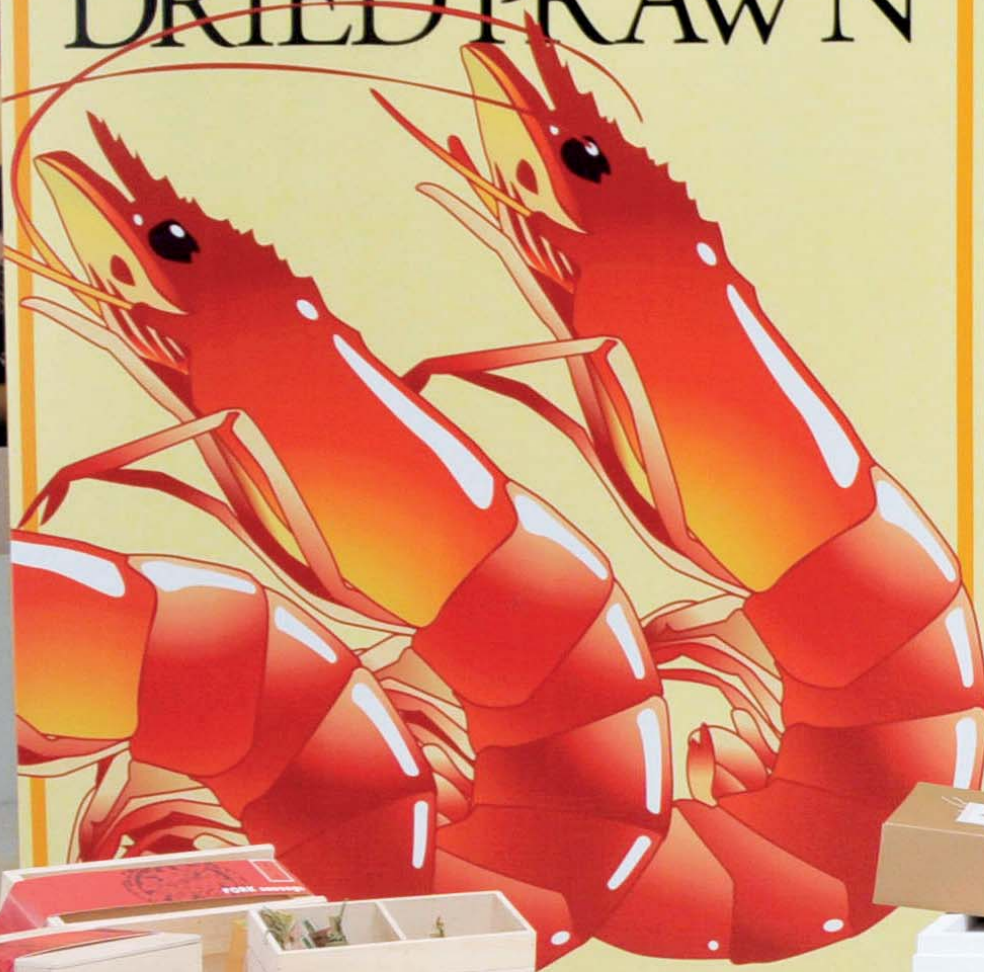
LIMKOKWING
UNIVERSITY
OF CREATIVE TECHNOLOGY

BRANDING INNOVATION
CENTRE

embun

Product of Pangkor

DRIED PRAWN



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Product of Pangkor
DRIED PRAWN





The Branding Innovation Centre is a unique showcase of brand packaging with over 1,000 design ideas. Small and medium-sized enterprises are encouraged to browse through the gallery located at the Limkokwing University campus in Cyberjaya.

Strengthening the corporate brand through innovation is paramount in ensuring success

As markets become increasingly dynamic and demanding, SMEs need to be able to adapt to new challenges and capitalise on innovation for growth potential. Being open to innovative ideas, approaches and systems is imperative in today's fast-changing world. However, if a corporate brand is weak or incoherent, innovation may do little for the success of a company. Being complementary to each other, strengthening the corporate brand through innovation is paramount in stimulating long-term growth and ensuring success.

Brand development has evolved tremendously and has become very significant in the business arena. Malaysia has set a vision to become an economy driven by innovation and creativity in order to transform itself from being an upper middle economy into a high-income and advanced economy. Innovation and creativity will be the key to overcoming challenges, and ensuring that the country continues to prosper. This collaboration between SME Corporation Malaysia and Limkokwing University of Creative Technology (LUCT) to establish the Branding Innovation Centre (BIC) is

another example of the Government's continuous effort and support in reaching out and meeting the needs and requirements of the industries, particularly for SMEs. This public-private sector collaboration initiative will further promote the development of local SMEs in developing, building, and strengthening their own brands of products and services as well as in enhancing product packaging, which is made possible through the establishment of BIC.

I wish to congratulate and extend my appreciation to SME Corp. Malaysia and Limkokwing University for this commendable effort, and hope that this partnership will leapfrog the achievements of SMEs, in making them more visible in the eyes of the world through enhanced packaging and branding of Malaysian products and services.

Thank you.



YB Dato' Sri Mustapa Mohamed
Minister of International Trade and Industry

Made-in-Malaysia brands for the world

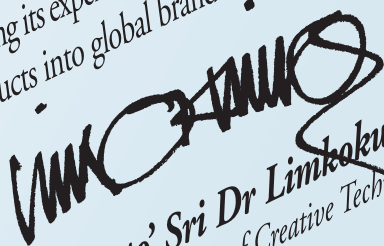
Malaysia has long been a top producer and exporter of a long list of products. The current global slowdown and the rise of new economies may have impeded our progress but it must be seen as an opportunity to re-visit our strategies and re-design the way we have been operating for the past few decades. Malaysia must become a country that stands alongside the very best in the world. We must succeed in creating more products the world wants to use and more brands the world wants to buy.

An important area for small and medium-sized enterprises to invest their resources is in the halal sector. Malaysia has the potential as well as the credentials to be a major halal global food production hub. Malaysia has the longest established and most widely-recognised halal certification in the world. Malaysia trades with practically every country on earth. Islam is the fastest growing religion in the world which therefore provides a ready market of over 1.8 billion. Increasingly non-Muslims are showing preference for halal products and there-

fore the market for halal products is expanding rapidly. Globally the annual trade in halal food is estimated to be valued at over RM1,300 billion.

Malaysia has strengthened its network for participation in the global halal market. Halal food production zones are already operating in six states in Malaysia, with a halal distribution hub at Tanjung Pelepas Port in Johor.

It is therefore imperative that SMEs avail themselves to the opportunity which is right at our doorstep. The SMECorp Limkokwing University Branding Innovation Centre is offering its experience and expertise to transforming local products into global brands.



YBhg Tan Sri Dato' Sri Dr Limkokwing
President, Limkokwing University of Creative Technology

Branding is the way forward to global success

Branding has become such a powerful buzzword these days that there is so much confusion in the marketplace as to what it really means. Often branding is mistaken for advertising. And the brand is certainly not just the product. It is far more than that.

The brand is the company. The brand is the corporate culture. The brand is the vision for the future and the company's commitment to the present. It is about perceived value that the consumer attaches to the product. The product is simply the testimonial of what a company promises its consumer.

Because branding is about the perceived value of a company, success comes to those who

invest in it knowing that it takes time to fully establish a good reputation in the market as a producer of quality products.

A well-structured company most undoubtedly will produce good quality products or provide good quality service. All successful brands stand testimony to this statement.

The most successful products in the market lead back to well-structured organizations that utilize best practices to produce quality products by motivating its workforce and teaching them to be quality conscious, not just on the factory floor but right across company operations from the guard in the front to the CEO.

Brandpackaging is more than just wrapping up a product

It is how a company is structured, its facilities designed, its corporate identity formulated, its human resources trained and its promotional materials crafted. It requires strategy and a clear idea of what the company wants to achieve that is captured and visually communicated in a number of ways to touch the hearts and minds of the targeted audi-

ences. Even if a company had begun with just the intention of making a profit from the sales of its products it will have to consider what its brand is all about in order to make that connection with the consumer. Otherwise the product will easily lose out to its competitors and these days there are many brands that just about sell the same thing to the consumer.



Brandpackaging begins with the creation of a brand vision

Its success is dependent on the quality of its product. No amount of fancy words or captivating design is going to convince consumers if they are not satisfied with the product itself. Great design and attractive packaging may persuade the consumer to purchase the product but once the cover comes off the product is on

its own. It must deliver what it promises on the wrapping. These days people are less loyal to a brand and are always willing to experiment to find out if they can get a better product through another brand. So a brand vision must include constant research to innovate and make the product perform better.

Every packaging is a 5-second commercial

Five seconds is all the time it takes for a consumer to glance across a supermarket shelf. An arresting design will entice the buyer to reach out and

take the product out to read what is on the packaging. A compelling sell will persuade the buyer to make the decision to buy it.

Packaging that delights and captivates the consumer has a better chance of selling the product

There are purchasers who will buy a product because they love the design of the packaging. But that doesn't mean we should stuff a lesser

quality product into a high quality packaging. If we do that then there will not be a second purchase!

Let us help you build your brand

We are a strategic collaboration that merges the capabilities of academia through Limkokwing University of Creative Technology with government through SMECorp Malaysia to establish the Branding Innovation Centre to assist small and medium-sized enterprises through training.

What we can do for you

You can count on our expertise to help you revitalise your brand. You can choose to engage us to review your entire branding or you can select the area that you need us to work on. Here are some of the areas:

- We have a bank of ideas on packaging design that is available for you to browse. Just book time with us to visit the Branding Innovation Centre where you will be exposed to more than 100 brandnames and over 1,000 designs.
- You can commission us to work on new designs.
- Upgrade your knowledge through specialised training courses. We provide one-day training programmes on Branding and Packaging.

Contact us through
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