

Winners in TERAJU's biggest business-focused reality competition 'SUPERB Series II Final' announced

KUALA LUMPUR --- Twenty young, eager and highly enthusiastic aspiring entrepreneurs today competed at the **SUPERB Series II Grand Final** to qualify for a chance at scooping a whopping RM500,000 in grant prize each.

At a news conference today, TERAJU, the organisers of the business-focused reality competition, announced the following winners with the highest scores:

(please see separate results list issued by TERAJU)

This season, the prizes are one of the biggest in the country for a business-focused reality competition opened to steer Bumiputera youths into the big business arena.

It was a gruelling day today that saw twenty finalists pitch a feverish battle before a panel of six judges led by TERAJU chief executive officer Datuk Husni Salleh.

"The 20 finalists keenly fought to be the next great Bumiputera entrepreneur. We were amazed by their creative and innovative concepts. They were all very talented and an incredible youthful lot with so much zest," said Datuk Husni.

Among the other judges at the SUPERB Series II grand final were KWAP CEO Datuk Wan Kamaruzaman bin Wan Ahmad, Touch n' Go CEO Syahrudin Samsudin, SME Corp Deputy CEO 1 Rizal Nainy, KRU CEO Datuk Norman Abdul Halim, and MaGIC CEO Ashran Datuk Ghazi.

The SUPERB Series II had earlier kicked off in July when 800 potentials had applied to vie in the nationwide business-focused competition.

Of the myriad of industry sectors opened to the competitors, the finalists today chose to pitch in education, electronic and electrical, wholesale and retail, healthcare, agriculture, business services, and communication content and infrastructure.

The Bumiputera Entrepreneurs Startup Scheme (SUPERB) by TERAJU provides grants to support creative and innovative business ideas. The programme is opened to Bumiputeras or companies operating less than three years who aspire to be a big time entrepreneur.

Selection of recipients for the SUPERB grants are conducted through a pitch format similar to those of popular business-focused reality TV shows.

Participants are required to pitch the merits of their ideas, discoveries or inventions before a panel of judges comprising successful business entrepreneurs. Competitors have to ultimately demonstrate their ability to commercialise their idea into a sustainable business model.

Since SUPERB first rolled out in 2014, it has to great success groomed 137 young entrepreneurs who have received start-up grants of up to RM68.5 million.

A number of these young entrepreneurs have since turned highly successful upscaling their ideas and even entering into the international export markets, carving out a name for their Malaysian home-grown brands.

SUPERB has indeed built a name for itself in attracting talents to show-off their range of discoveries, ideas, and inventions, each with its unique qualities and potential for commercialisation, to the forefront of national, regional and world attention.

As a result, SUPERB is now even adopted by other institutions with the introduction of the SUPERB Halal Chefpreneur Challenge at the HALFEST ASEAN 2017 and at the SUPERB Motonation scheduled in December.

It was also announced that the next round in SUPERB Series III would kick-off in September this year.

NEWS RELEASE prepared and issued on behalf of **TERAJU - UNIT PENERAJU AGENDA BUMIPUTERA** by public relations consulting firm **GRA COMMUNICATIONS SDN BHD**. For more information, please contact **Ghazalie Abdullah** +6017 3361090 or **Yusuf Abd Alim** +60 13 2505504 or **Abd Azim Shakron** +60 19 3851095.

ABOUT TERAJU

Unit Peneraju Agenda Bumiputera (TERAJU) was established on 8 February 2011 as a strategic unit under the Prime Minister's Department with the express objective of spearheading progress through meaningful, resilient and sustainable Bumiputera economic participation.

Premised as a 'Game Changer', TERAJU is anchored on five key thrusts under the Bumiputera Economic Transformation Roadmap 2.0 – strengthening human capital, promoting higher value employment and income, increasing Bumiputera share and value of corporate equity, strengthening entrepreneurship, and increasing ownership of non-financial assets.

In addition to economic transformation, TERAJU has the role of ensuring that the ideals in education, health, social and culture, living environment, and Bumiputera stature are lifted to greater heights, and weaved into Malaysia's plural social fabric through Transformasi Kesejahteraan Bumiputera (Bumiputera Wellbeing Transformation).

Today, TERAJU has recorded RM112 billion in total value created for Bumiputeras, generated more than 43,000 jobs, assisted with RM13.29 billion in private investments through its facilitation fund, and registered RM8.6 billion in market capitalisation from listing emerging Bumiputera companies on the Bursa Malaysia.

TERAJU's framework of success has been built through the collaborative effort of the Bumiputera Economic Empowerment Unit (UPEB) that reside in 24 ministries and the Prime Minister's Department. UPEB comes under the purview of the Majlis Ekonomi Bumiputera (MEB) led by the Prime Minister of Malaysia. Initiatives are carried out alongside with government agencies at various levels, economic corridors, GLCs/GLICs and the private sector.

For a more detailed insight, please log onto www.teraju.gov.my.

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Selection of recipients for the Superb grants are conducted through a pitch programme similar to those of business-focused reality TV shows. Participants are required to propose the merits of their ideas, discoveries or inventions before a panel of judges comprising successful business entrepreneurs.

Since Superb first rolled out in 2014, it has to great success groomed 137 young entrepreneurs who have received start-up grants of up to RM68.5 million.

TERAJU is excited that a number of these young entrepreneurs have turned highly successful upscaling their ideas and even entering into the international export markets, carving out a name for their Malaysian home-grown brands.

For a more detailed insight, please log onto <http://www.teraju.gov.my/skim-permulaan-usahawan-bumiputera/?lang=en>