

FOR IMMEDIATE RELEASE

GBS Asia Awards 2024 Highlights GBS Transformation and Growth

Kuala Lumpur, 15 November 2024 – The GBS Asia Awards 2024 celebrated the rapid advancements and innovation within the Global Business Services (GBS) sector, showcasing industry achievements contributing to Malaysia’s evolving role as a digital economy leader.

Organized by GBS Malaysia, a chapter of PIKOM, this year’s event highlighted the critical role of GBS in driving digital transformation and economic growth across the region, cementing Malaysia’s position as a Global hub for high-value business services.

The awards brought together key industry leaders, government officials, and influential stakeholders, including **Guest of Honor Anuar Fariz Fadzil, Chief Executive Officer of Malaysia Digital Economy Corporation (MDEC)**. His presence underscored the government’s commitment to the GBS industry’s growth and its role in the nation’s digital landscape.

Anuar Fariz Fadzil, Chief Executive Officer of Malaysia Digital Economy Corporation (MDEC) in his Officiating Address, highlighted that “the **GBS sector** is a priority in the **12th Malaysia Plan** for Accelerating the Development of Strategic and High Impact Industries. This year alone, the sector has attracted over **RM 6 billion** in investments and created more than **11,000 jobs**, reaffirming its role as a key driver of Malaysia’s economic growth.”

Anuar added, “By leveraging our strategic location, robust infrastructure, and skilled workforce, Malaysia continues to establish itself as a hub for high-value digital business services while driving regional collaboration within the ASEAN digital economy.”

Ong Chin Seong, Chairman of PIKOM commented, “The GBS industry has not only been a driver of digital investments but has also been integral to job creation and high-value career opportunities within Malaysia. Moving forward, Malaysia needs to move into high-value GBS services in the areas of AI, Big data analytics, and high technology sectors, the industry is expected to play an essential role as Malaysia prepares for the ASEAN Chairmanship in 2025, with a focus on enhancing regional digital integration and cross-border collaboration.”

Key Highlights of the GBS Asia Awards 2024

GBS Asia Awards Chair, Anthony Raja Devadoss, acknowledged the transformative impact of the GBS sector, stating, “These awards are not just a celebration but a recognition of the significant strides that our industry has made. The GBS sector continues to drive digital innovation and provide essential contributions to Malaysia’s economic success.”

Reflecting the sector’s growth and expanding influence, this year’s event saw increased participation, with six new corporate and two new individual award categories introduced to acknowledge the diverse areas of excellence emerging in GBS. This expansion underscores the GBS sector’s critical role

in areas from digital transformation to sustainable business practices.

The GBS Asia Awards 2024 recognized companies and individuals who have made exceptional contributions to the sector’s growth. Awardees were chosen through a meticulous selection process by a distinguished panel of judges, ensuring that only the highest standards of industry excellence were celebrated.

The following represent **some** of the honorees celebrated for their pioneering achievements:

Corporate Category

BEST AUTOMATION ORGANIZATION OF THE YEAR	DAYTHREE BUSINESS SERVICES SDN BHD
BEST DATA AND ANALYTICS ORGANIZATION OF THE YEAR	TELEPERFORMANCE MALAYSIA SDN. BHD
BEST FLEXIBLE WORK ORGANIZATION OF THE YEAR	AICPA & CIMA
OPERATIONAL EXCELLENCE IN FINANCE & ACCOUNTING	CARRO
INFRASTRUCTURE MANAGEMENT SYSTEMS	DELL GLOBAL BUSINESS CENTER SDN BHD
MALAYSIAN TRAILBLAZERS PIONEERING GROWTH IN GBS	KIMBERLY-CLARK REGIONAL SERVICES
OPERATIONAL EXCELLENCE IN CONTACT CENTRE	TELECONTINENT SDN BHD
OPERATIONAL EXCELLENCE IN HUMAN RESOURCE	BASF ASIA-PACIFIC SERVICE CENTRE SDN. BHD.
BEST NEW GBS PROVIDER OF THE YEAR	UOB INNOVATION HUB 2 SDN. BHD

Individual Category

BEST ACCOUNT MANAGER IN CONTACT CENTRE	HEHMAHMALLINI A/P KRISHNAN - VADS BUSINESS PROCESS SDN BHD
BEST OPERATIONS DIRECTOR IN FINANCE & ACCOUNTING	TOH BENG SIEW - EXPERIAN MALAYSIA
BEST OPERATIONS DIRECTOR IN INFORMATION TECHNOLOGY	YAP TUCK KEONG - HDC DATA CENTRE SDN BHD
BEST PROFESSIONAL AGENT IN FINANCE & ACCOUNTING	CHUONG BUI DINH - AMWAY BUSINESS SERVICES ASIA PACIFIC SDN BHD
BEST THOUGHT LEADER IN INFORMATION TECHNOLOGY	KRISHNAKUMAR A/L RAGAVAN - 10 INFINITY SDN BHD
ESG DRIVEN ECONOMIC RESILIENCE LEADERSHIP AWARD	RUBANESWARAN A/L THEVASENABATHY - BEYOND4 SDN BHD
WOMAN LEADER IN BUILDING SUSTAINABLE EQUITY WITHIN THE GBS INDUSTRY	CHUA CHAI PING - EXPERIAN MALAYSIA

Note: A Full List of the 46 award recipients is available in the following link:

<https://bit.ly/gbsasia2024awards>

About GBS Malaysia

GBS Malaysia, a chapter of PIKOM, leads initiatives that support and promote the GBS industry's growth in alignment with Malaysia's Digital Economy Blueprint. Through these initiatives, GBS Malaysia is helping to establish Malaysia as a global hub for digital business services.

For more information, interviews, or press inquiries, please contact:

Gerard M. Pillai

Head, Chapters – GBS Malaysia

+60 19 207 2077

+60 3 7622 0079

gerard@pikom.org.my