



ng Sutera wins

SUTERA HARBOUR RESORT won the prestigious award for "The Best Brands in Hotel - Resorts" in The BrandLaureate Awards 2007 - 2008, the Grammy Awards for branding, awarded by the Asia Pacific Brand Foundation (APBF), a not-for-profit organisation dedicated to the promotion and improvement of branding standards in Malaysia and Asia Pacific.

This grand ceremony was recently held at Sunway Resort Hotel & Spa, Selangor on 30 June 2008.

The Brand Laureate Awards are awarded to deserving brands from multinationals as well as local conglomerates that have shown best practices in branding and met the stringent selection criteria of the APBF. The Brand Laureate Award is the only Brand Award to be endorsed by His Royal Highness Duli Yang Maha Mulia Yang Di Pertuan Agung, Tuanku Mizan Zainal Abidin.

Being conferred The Brand Laureate Award is a defining moment as it is a testimony of the brand's success and an endorsement of being with the best and acknowledgement of the brand's value, strength and character. The winning criteria are derived from a 300 point selection criteria consisting of brand strategy, brand culture, brand equity, integrated brand communication and brand performance.

The Resort's Chief Operating Officer, Ravindran Kathiravelu, represented and accepted the award on behalf of the Resort.

In recognition of the high and consistent standards of the Resort as Asia Pacific's foremost integrated resort, Sutera Harbour Resort envision to continually grow in the international arena by upholding the passion and mission to provide unique and memorable experiences for customers the world over.

The Resort has proved to be a popular option for holiday makers from Asia as well as globally on its properties namely The Magellan Sutera, The Pacific Sutera, Sutera Harbour Marina, Golf & Country Club, the 5 eco-resorts of Sutera Sanctuary Lodges, North Borneo Yachting and the upcoming North Borneo Railways. The Resort will continue to provide the ultimate Borneo vacation experience as well as exciting meeting and incentives packages and leisure luxury onboard its magnificent fleet of vessels.

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