

Press Release

For Immediate Release

Kwek Leng Beng Receives Award From Malaysian Prime Minister



*Photo credit: Bernama**

Singapore, 13 December 2017 – Mr Kwek Leng Beng, Executive Chairman of Hong Leong Group Singapore, was presented the Global Blue Ocean Shift Award yesterday by Malaysian Prime Minister Datuk Seri Najib Tun Razak at the Global Entrepreneurship Community Summit held in Kuala Lumpur.

Centred on the philosophy of global best-sellers, *Blue Ocean Strategy* and *Blue Ocean Shift*, the award given to Mr Kwek was in recognition of his efforts in opening up new frontiers of opportunity and growth and creating a new pipeline for economic expansion.

The inaugural Global Blue Ocean Shift Awards were handed out by Prime Minister Najib to Mr Kwek and other recipients who included senior Malaysian officials such as Deputy Prime Minister and Home Minister Datuk Seri Dr Ahmad Zahid Hamidi, Defence Minister Datuk Seri Hishammuddin Tun Hussein Onn and Chief Secretary to the Malaysian Government Tan Sri Dr Ali Hamsa for their work in implementing the 'blue ocean strategy'. The awards also recognised the outstanding achievements made across the public, private and social sectors.

In his address, Prime Minister Najib said since its introduction in 2009, the National Blue Ocean Strategy (NBOS) had been a key pillar in Malaysia's transformation as the government followed what was known as the Blue Ocean Shift process to tackle a wide range of economic and social issues, and rapidly deliver high impact initiatives for the benefit of the people and at low cost to the government.

The Blue Ocean Shift ideology focuses on identifying untapped growth opportunities by moving from "red oceans" crowded with competition to "blue oceans" of uncontested market space and explosive growth.

A firm practitioner of the ideology, Mr Kwek was also on the panel discussion on 'Blue Ocean Entrepreneurship In Action' at the two-day conference at the Kuala Lumpur Convention Centre, where 15,000 people from 89 countries attended.

Mr Kwek, who is also Chairman of Millennium & Copthorne Hotels (M&C), shared with the audience how he is incorporating the *Blue Ocean Shift* in the workplace.

"I am a Blue Ocean fan and I was surprised to receive this award and greatly honoured. I am encouraging my hotel staff to adopt the Blue Ocean Shift mindset to be inspired and to embrace innovative solutions to stay ahead of the competition," said Mr Kwek.

M&C's hotels have taken steps to implement various activities to support Mr Kwek's Blue Ocean vision. Activities include a monthly staff recognition programme where the most innovative idea wins S\$100. M&C's hotels in Singapore include Grand Copthorne Waterfront, M Hotel, Orchard Hotel, Copthorne King's and Studio M.

M&C is the London-listed hotel arm of City Developments Limited (CDL). Both M&C and CDL are members of Hong Leong Group Singapore.

* [Link](#) to image.

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