



SARAWAK METRO SDN BHD (201801007738)
A Member of the SEDC Group of Companies

16-01A, Level 16, Gateway Kuching,
No. 9, Jalan Bukit Mata Kuching,
93100 Kuching, Sarawak, Malaysia.

Tel: (082) 524 222
Fax: (082) 524 224
E-mail: info@mysarawakmetro.com
Website: www.mysarawakmetro.com

Press Statement

For immediate release

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Sarawak Metro receives award for innovative public transport solutions

KUALA LUMPUR: Sarawak Metro Sdn Bhd was recently presented with an award from The World Brands Foundation for the company's commitment towards innovation in the public transportation sector.

The 'Most Innovative Brand Award' in the category of 'Public Transport Solutions' was presented to Sarawak Metro Chief Executive Officer Mazli Mustaffa by a member of the Board of Governors of The World Brands Foundation, Raja Datuk Ropiaah binti Raja Abdullah.

On hand to witness the award presentation was Sarawak Metro Board Director Dato Alice Jawan Empaling, who is also the Permanent Secretary to the Ministry of Transport Sarawak as well as the foundation's President, Dr KK Johan and foundation's CEO, Chew Bee Peng.

The award ceremony for The BrandLaureate SMEs BestBrands Awards 2023, was held at The Majestic Hotel in Kuala Lumpur.

According to Mazli, the award was meaningful to Sarawak Metro as it acknowledged the hard work that has been put into planning the Kuching Urban Public Transportation (KUTS) Project towards ensuring the smooth implementation of the project.

"We are proud to have been nominated for the award but at the same time we are also humbled at being given the acknowledgement for the opportunity to carry out this noble work to bring a better quality of life for the people of Kuching," he said.

Dato Alice believed that the award would be able to motivate Sarawak Metro to aim for greater heights, especially in transforming public transportation in Sarawak.

"The KUTS Project is just the start of our efforts to transform the public transportation system in Sarawak.

"Through this award, we are also grateful that Sarawak Metro's commitment in bringing about this transformation is being acknowledged and I am confident it will be able to spur the organisation to achieve even more."

Commenting on the award, Sarawak Metro Chairman Tan Sri Datuk Amar (Dr.) Haji Abdul Aziz bin Dato Haji Husain congratulated the management team of Sarawak Metro for this achievement.

"I am proud of the achievement, and I hope the award will further inspire the whole team at Sarawak Metro to reach greater milestones in the future," said Tan Sri Datuk Amar Aziz, who is also chairman of Sarawak Economic Development Corporation (SEDC).

For media enquiries, please contact the Sarawak Metro Corporate Communication team :

Letitia Samuel, Media Senior Manager

+6(016) 800 4516

letitia.samuel@mysarawakmetro.com

www.mysarawakmetro.com



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Sarawak Metro, a wholly owned subsidiary of SEDC, was established in 2018 to develop the KUTS towards transforming the public transport system in Kuching through the adoption of the zero-emission Autonomous Rapid Transit (ART) vehicles and feeder buses, which will be powered by green hydrogen.

Sarawak Metro aims to begin operations of the KUTS in stages, starting from 2025.

The World Brands Foundation, which was founded in 2005, is a non-profit branding foundation dedicated to developing brands and takes an active role in identifying and nurturing outstanding brands on an international platform.

Apart from Sarawak Metro, i-CATS University College was the other Sarawak-based organisation, which received an award during the ceremony that night.

Ends



Photo Caption:

(From Left) **RECOGNITION OF INNOVATIVENESS:** Mazli and Dato Alice holding aloft the award alongside Chew, Raja Datuk Ropiaah, Dr KK Johan and other award recipients in the same category.

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