

&gt; NEWS

## Cofreth Malaysia bags leadership award

Malaysia's leading facilities management and energy service provider, Cofreth (M) Sdn Bhd, has won the "2007 Customer Leadership Award in the Integrated Facilities Management Service Market" presented by Frost & Sullivan.

Cofreth took the award for "excellence in customer service leadership and outstanding industry achievements" and its chief executive officer Ong Ching Loon received it at the 2007 Frost & Sullivan APAC Industrial Technologies Award ceremony held in Singapore recently.

Cofreth's selection came from extensive research conducted by Frost & Sullivan on the industry's key market participants, secondary and technology resources and through customer interviews.

Frost & Sullivan said Cofreth excelled in several criteria, including value-added promotional support, providing value-added technology and services, responsiveness to customer needs, monitoring and addressing customer feedback.

Other award recipients included Air Asia, Motorola, Intel and Mitsubishi. The Frost & Sullivan Industrial Technologies Awards 2007 is held annually to recognise outstanding performances by companies in the Aerospace & Defence, Smart Cards, RFID & Security, Electronics, Industrial Automation, Process Control, Energy & Power Systems, and Environment & Building Technologies Industries.

According to Frost & Sullivan's head of Building Technologies Consulting Practice, Sapan Agarwal, "The recipe for achieving profitable growth in integrated facilities management's increasingly complex and competitive environment is customer feedback and support. Cofreth has shown tremendous responsiveness to customer needs with continuous focus on long- and short-term customer profitability goals."

Cofreth's Ong said, "We are honoured with this award, since Cofreth is the first facilities management company in Malaysia to receive it.

"Being a customer-driven company, we place great emphasis on adding value to our customers, whether in cost-saving initiatives, energy efficiency measures, technical advice or other value creation measures."

The company has more than 20 years of experience and offers total facilities management and energy services to various government, industrial and international clientele in Malaysia.

BM Corp Bhd is one of its shareholders and Cofreth Malaysia has for the past 18 years been receiving technology transfer from world-renowned infrastructure and energy experts Suez and Tractebel Eyo of France.

It is also the first facilities management company to achieve MS ISO 9002 in 1996 and it maintains the MS ISO 9001:2000 certification for facilities management, energy services and the design and development of district cooling and thermal energy storage systems.

Frost & Sullivan empowers



Cofreth's Ong (right) receiving the Frost & Sullivan award from Dr Tan Guan Hong of the Singapore Industrial Automation Association.

clients to create a growth-focused culture that generates, evaluates and implements effective growth strategies. It has more than 45 years

of experience in partnering with Global 1000 companies, emerging businesses and the investment community.