

*The Official Launch of the*

*Merdeka  
Award*

*27th August 2007*





*The  
Merdeka Award*

is launched by  
YAB Dato' Seri Abdullah Haji Ahmad Badawi  
The Prime Minister of Malaysia and  
Patron of the Merdeka Award  
on this day, the 27<sup>th</sup> August 2007.



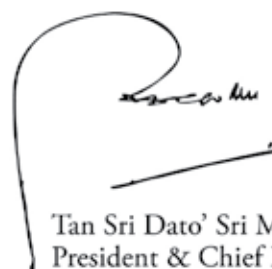
## Message from the Chairman of the Board of Trustees

The Merdeka Award honours those individuals and organisations for their excellence and lasting contributions to the people of Malaysia in their respective fields of endeavour. This is in the spirit of our forefathers whose vision, passion, determination and sacrifice culminated in independence for the nation in 1957.

From our humble beginnings 50 years ago, Malaysia has evolved into a stable, progressive and prosperous nation. Mirroring the nation's development, the Malaysian oil and gas industry has similarly grown into a dynamic and vibrant sector that has contributed to the overall growth and development of the nation. We are honoured to have been part of the nation's journey and the Merdeka Award is a reaffirmation of the commitment of the industry to the continued development of Malaysia. The award is a recognition of the excellence that can be achieved through foresight, discipline and perseverance and reflects the ideals and aspirations of the nation.

I hope the award will inspire our younger generations to continue to build upon the legacy of our forefathers as we continue our journey to take the nation to greater heights amidst a more challenging and complex environment. Indeed, Malaysia and Malaysians have a challenging journey ahead and must therefore have at least similar if not greater attributes of our forefathers to succeed.

On behalf of the Board of Trustees, I would like to express my sincere appreciation to the Patron of the Merdeka Award, Yang Amat Berhormat Dato' Seri Abdullah Haji Ahmad Badawi, for his kind support and endorsement of the award. I would also like to thank PETRONAS, ExxonMobil and Shell for coming together as the Founding Members of the Merdeka Award.



Tan Sri Dato' Sri Mohd Hassan Marican  
President & Chief Executive Officer, PETRONAS.



## Message from ExxonMobil, Founding Member.

I welcome the opportunity to comment in this commemorative book to mark the launch of the Merdeka Award.

2007 marks a glorious milestone in Malaysia's history as the country celebrates its 50th year of independence. It is a great time for us to reflect on the past, to remember the sacrifices made by many and to appreciate how much we have all benefited from the extraordinary transformation of Malaysia.

ExxonMobil has been operating in Malaysia for close to 115 years. During this time, we have journeyed with Malaysia through many phases of nationhood, from colonialism to independence, from strife to unity, from an agricultural to an industrial economy and from poverty to prosperity. We are extremely proud of our association with the country and of the role we have played in participating in Malaysia's energy industry. We have watched PETRONAS grow to become a major global energy company and they are a true model for all Malaysian companies to aspire to.

It is in this spirit that we are supporting the Merdeka Award that will recognise the outstanding contributions by Malaysians and non-Malaysians to the well-being of Malaysian society.

I'd like to take this opportunity to thank PETRONAS for inviting ExxonMobil to be a founder member of the Award. We look forward to making this Award a success.

A handwritten signature in black ink, appearing to read 'L. M. Mallon'.

Liam M. Mallon  
Chairman, ExxonMobil.



## Message from Shell, Founding Member.

I have always believed that when you honour people, you are not only giving a form of recognition to the people being honoured, but, recognising that in a very real sense, it is the rest of us who are being honoured or made privileged by their dedication, their work and their legacy. This is surely that way with the spirit of the Merdeka Awards.

Shell Malaysia would like to congratulate PETRONAS for this innovative idea and also thank them for giving us the honour to be a part of these prestigious awards.

Over 116 years of history and presence in Malaysia, Shell Malaysia is proudest of the last fifty years, over which our story has been one in parallel to Malaysia's own growth and development. As we look back on the progress the nation has achieved in this milestone Golden Jubilee Year of independence, our achievements in this relatively short time, economically, politically, socially is nothing short of amazing.

Successes that we now enjoy can be traced to the thoughts, dreams and actions of individuals. The time has come to recognise that Malaysia has exceptional individuals in almost every field, paving the way for following generations. Honours and awards like these not only recognise individual excellence, but also the examples set by the people being honoured here. Shell Malaysia hopes this recognition of the past will also set off a spark for future genius.

Shell salutes the past and future of Malaysia and Malaysians.

A handwritten signature in black ink that reads "Saw Choo Boon". The signature is fluid and cursive, with the first letters of each name being capitalized and prominent.

Dato' Saw Choo Boon  
Chairman, Shell Malaysia.









## Celebrating the Heroes Among Us

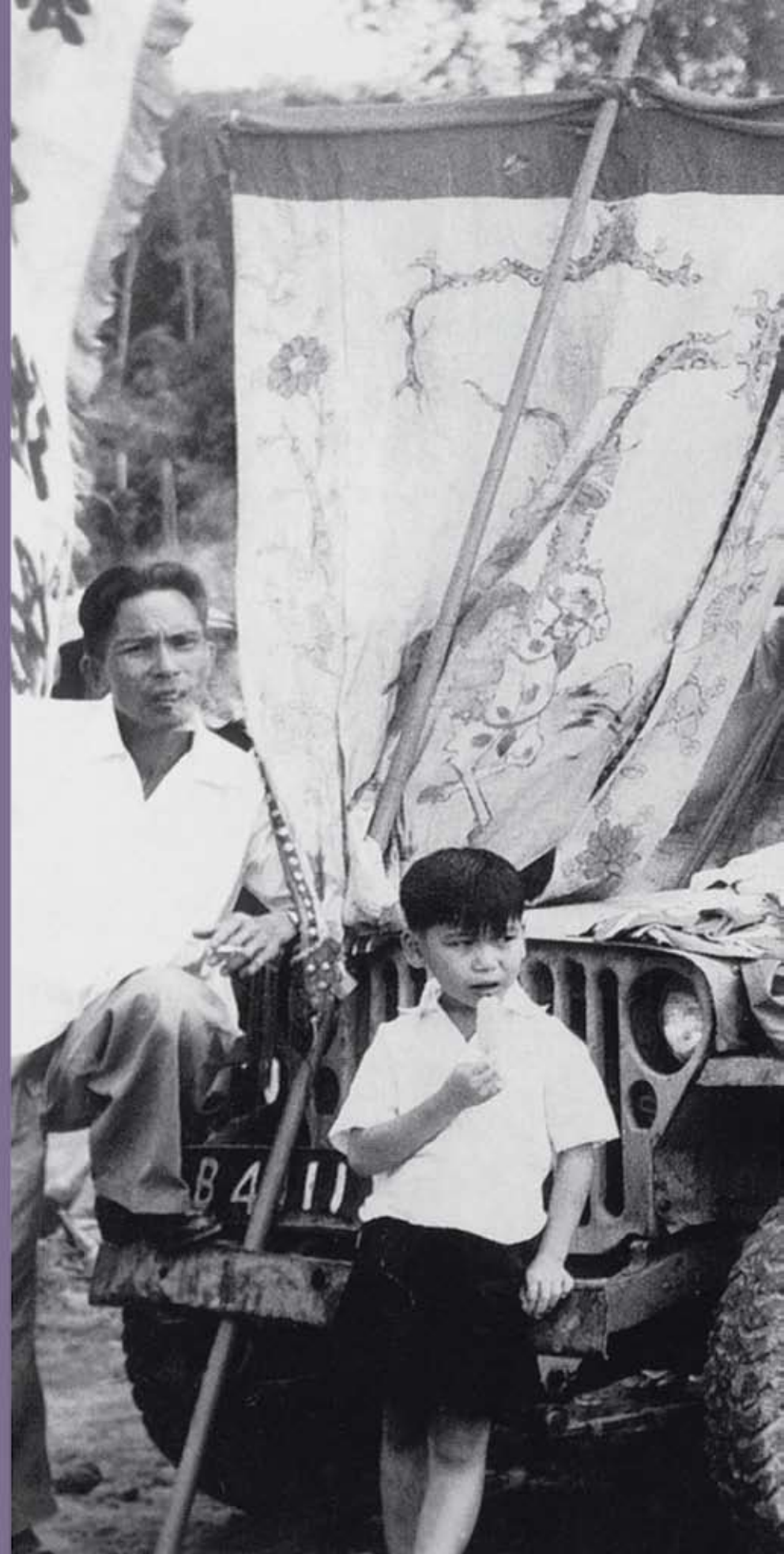
The Merdeka Award represents the most prestigious platform yet to honour individuals and organisations that have contributed in an exceptional way to the people of Malaysia.

The Award is presented to recognise and reward that exceptional spark that inspires people and organisations to produce consistently brilliant work, over a period of time. The Merdeka Award will stand proudly with other international awards in the quest to inspire excellence in key fields of human endeavour.

Named for the spirit of independence that is at the heart of Malaysia's on-going quest to achieve excellence, the Merdeka Award celebrates the ideals of the inner freedom that inspires outstanding new ideas and achievements. Fittingly, the Patron of the Merdeka Award is the Honourable Prime Minister of Malaysia.

Greatness can spring from the most ordinary of roots. What matters is that a seed be first planted and nurtured.

*Families returned home from White Areas as the tensions of the Emergency eased.  
One such group in Tran, Pahang, in 1958.*







## Nurturing Talent into Greatness

That was the motivation behind the idea for the Merdeka Award – to encourage exceptional Malaysian talent to relentlessly pursue their struggle. Without perseverance, ideas with the potential to make a huge difference to the future of mankind, or the planet, may flounder at the first obstacle.

The Merdeka Award is the initiative of the oil and gas industry in Malaysia, itself an example of how the value of the intellect is matched only by the tenacity of believing that all things are possible with the alchemy of hard work.

On a practical level, the Merdeka Award includes cash awards to encourage promising work to flourish. Ultimately, the Merdeka Award recognises that genius thrives on the encouragement of the society it serves.







*There is a spark that fires the transformation of simple Malaysians into giants among their peers.*

*From left to right:  
Tunku Abdul Rahman, Tun Abdul Razak, Tun Hussein,  
Tun Mahathir, Dato' Seri Abdullah.*





# HERITAGE

With this appreciation for the value of independence, Malaysians have made their mark on the world with a series of achievements that have created a new mindset over the last 50 years. It is a way of thinking that is passed on to each new generation and entrenched as a way of life.

# FREEDOM

The Merdeka Award is named in acknowledgement of the liberation of mind and spirit that enabled Malaysia to gain independence. It is this sense of belief that anything is possible that leads to breakthroughs.

*Probably the most well known image in Malaysia -  
the Tunku proclaiming independence at Stadium Merdeka.*











## EXCELLENCE

Only the highest goals lead to the highest achievements.  
Only excellence in thinking can yield the breakthrough idea.  
Only excellence in staying with the task can lead to its fulfillment. It is this aspiration to be the best that is celebrated and rewarded through the Merdeka Award.

## The Journey Begins

As one flag was lowered and a new one went up to herald the birth of a sovereign state, the sense of jubilation was never far from the enormity of the task ahead – the shaping of a nation.





AVERAGE DAILY CERTIFIED SALE EXCEEDS 80,000

# The Straits Times

Estd 1845

SINGAPORE, SATURDAY, AUGUST 31, 1957

\*\*\*

Malaya's  
National  
Newspaper

15 CENTS

**Tintawn**  
THE SYMAL CARPET

Obtainable At Most High  
Class Furniture Stores  
From \$7/- per sq. yd.  
(Fed. Duty Extra)

# MERDEKA!

## THE TENGKU'S MOMENT OF TRIUMPH...

TENGKU Abdul Rahman acknowledges the cheers of the crowd at the Alliance rally at the Padang in Kuala Lumpur as the clock strikes midnight to begin a new era for Malaya as an independent nation.

- Straits Times picture.

*At the stroke of midnight, a  
great roar tells the world:  
We are now a nation!*









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- i The Declaration of Independence was signed in 1956 in Lancaster House, London.
- ii Bidding farewell.
- iii Sabah and Sarawak prepare to join the Federation of Malaya, which together with Singapore, eventually became Malaysia.

## The Road to Peace and Prosperity

While the road to independence was among the most peaceful in history, there had been dark chapters that marred the annals of the nation's journey. But time and again Malaysians have risen to the challenge and chosen peace over conflict, unity over discord and a life built on stability, opportunity and hard work.

# 反共示威遊行 ANTI-COMMUNIST PROCESSION







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#### MEREKA YANG GUGUR



v

- i A section of Kuala Lumpur after the May 13 riots of 1969.
- ii The National Operations Council that ran the country in the period after May 13.
- iii A family is relocated from their home to the safe haven of a White Area.
- iv Fenced in but safe from the threat of the Communist insurgency.
- v The fallen heroes of Bukit Kepong, Muar.

## Putting New Ideas to Work

From the depths of the jungle to the urban centres,  
the nation was alive with optimism and confidence.  
The opening of new frontiers in agriculture and advances  
in education and industry promise a future where  
ideas are translated into workable solutions for  
the advancement of Malaysians.









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- i Government officers looking over a FELDA settlement, 1963.
- ii 1963 – The Parliament Building nears completion.
- iii Minister of Public Works, Telecommunications and Post, Sardon bin Haji Jubir (R), and Minister of Education, Mohamed Khir Johari (L), at the building site of the Engineering Faculty of the University of Malaya, 1958.
- iv Collaboration in oil and gas - the signing of a Production Sharing Contract (PSC).









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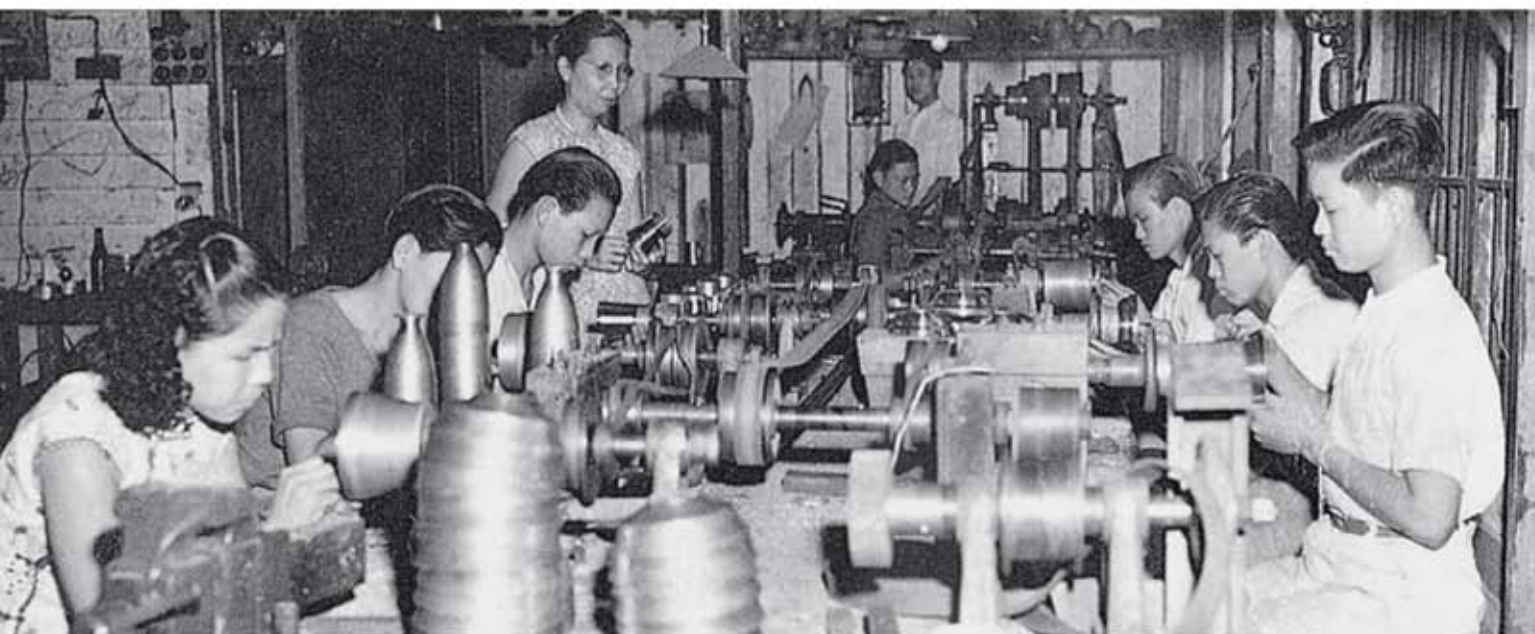


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- i End of the school term - Methodist Girls School Kuala Lumpur 1982.
- ii A co-operative shop at the Sungei Tiang Land Development area in Kedah, 1960, supplying essential items at affordable prices.
- iii Odeon Cinema in Campbell Road, Kuala Lumpur, 1953.
- iv The 'Panggong Aneka' show with the Radio Malaya Orchestra, 1963.



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- i *The Malayan Pewter Co., in 1951, helped develop an industry in synergy with Malaysia's rich tin deposits.*
- ii *Puppet maker, Kelantan, 2001.*
- iii *Her Highness Tuanku Bahiyah Ibni Almarhum Tuanku Abdul Rahman entering Dewan Tuanku Canselor on the occasion of University of Malaya's convocation, June 1976.*



## Forward March

So Malaysia continues to leave its mark as its people embrace the spirit of a nation on the move. With fortitude and diligence Malaysia moves forward, confident of its place in the global community.









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- i The victorious Thomas Cup players in a motorecade procession through Kuala Lumpur, 1968.  
 ii Aziz Sattar, P. Ramlee and S. Shamsudin in 'Bujang Lapok', 1957.  
 iii Datuk L. Krishnan in the director's chair, and a youthful Dato S. Roomai Noor behind him.  
 iv Datuk Syed Ahmad Jamal with one of his abstract works.



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- i Nicole David, ranked No. 1 in the world, 2007.
- ii The national team qualified for the 1980 Olympics soccer event but stayed away in protest of the USSR's invasion of Afghanistan.
- iii Usman Awang, leading poet and nationalist.



## The Award

The Merdeka Award is a prestigious award that aims to recognise and reward citizens and organisations who have made outstanding contributions in their respective fields to the people of Malaysia. It is open to all living Malaysians residing either in Malaysia or abroad. It is benchmarked against international awards of the highest standards and in doing so firmly upholds the credos of excellence and transparency.

It is named the Merdeka Award in celebration of the true spirit of independence which transcends the conventional definition of national sovereignty. It explores the liberation of the mind and spirit – factors which foster the realisation of human potential and the pursuit of excellence. The Merdeka Award aims at the encouragement of going beyond the comfort zone and the creation of a new mindset among Malaysians.

The Merdeka Award encompasses excellence in the broadest sense and the categorisation acknowledges the collective good that stems from the goal of doing one's best.

## Award Categories

The Merdeka Award will be presented annually in Kuala Lumpur by the Patron, the Prime Minister of Malaysia in the areas of:

### Education & Community

Awarded to individuals and organisations to honour exceptional thinking and research in strengthening the educational infrastructure of Malaysia, in elevating the level of education and in benefiting the marginalised.

### Environment

Awarded to individuals and organisations to honour the development, research and application of new technology and practices in renewing and protecting the environment.

### Health, Science & Technology

Awarded to individuals and organisations to honour the creation, development, support and application of new and innovative technology that improve the lives of people everywhere.

### Outstanding Scholastic Achievement

Awarded to a post-graduate fellow for outstanding scholastic merits and academic work of high significance.

### Outstanding Contribution to the People of Malaysia

Awarded to a citizen of any nationality or a foreign organisation to honour substantial contribution to Malaysia or to the lives of Malaysians in any of the five established categories.



### Dato' Johan Ariff

After serving in the Ministry of Information, Dato' Johan Ariff set up his Design Practice and went on to establish a body of work second to none in Malaysia.

Though multidisciplinary, his Practice is largely involved in Corporate Identity commissions. Some of his works are in the permanent collection of the World Trademark Centre, Belgium. He has executed and supervised the largest logo portfolio in the country, including the PETRONAS Logo which was designed 33 years ago.

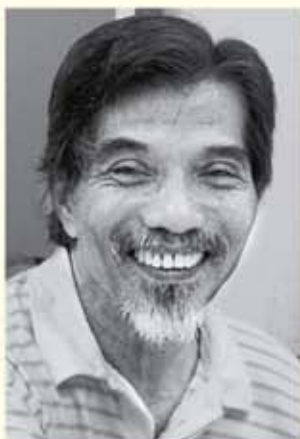
### The Logo and Trophy



### MERDEKA AWARD

Designed by Dato' Johan Ariff, the trophy is a three dimensional version of the Merdeka Award logo. It expresses convergence and ascension, the same qualities celebrated in the achievements of the Merdeka Award winners. The trophy also represents environmental concerns in the form of a plant shoot *Rebung*, transparency ethics, and the glorious five decades of Malaysian independence.





### Latiff Mohidin

Artist, sculptor and poet Latiff Mohidin is one of Malaysia's pre-eminent artists. He first made an impact on the local art scene at the age of 11. His education in art has taken him to Berlin, Paris and New York, where he developed a strong visual language that permeates his work.

### An Artistic Vision of Excellence



This Latiff Mohidin sculpture accompanies the cash award, trophy and scroll to be presented to the winner. Incorporating the kinetic element of a rotating ball symbolising freedom, the sculpture rests on a granite base denoting strength and fortitude. The piece also incorporates the traditional elements of *Sulur Bayur* underscoring heritage and *Pucuk Rebung* signifying excellence.

An initiative of

**ExxonMobil**<sup>™</sup>

**PETRONAS**



