

# Johor Port is 'Star Class' at APQO Innovation Class Award 2019

**JOHOR** Port Bhd (JPB), a member of MMC Group, marked another milestone in its journey towards accelerating Innovation Excellence by earning the Star Class, which is the highest award tier at the APQO Innovation Class Award (AIC) 2019 in Bali, Indonesia, recently.

It was awarded in recognition of JPB's commitment to Innovation Excellence. To be considered for an award, stringent criteria must be met, namely in the areas of Innovation Leadership/Innovation Strategy/Knowledge; Talent and Competency; Innovation Processes/Work Systems and Partners; Customer Co-Creation and Engagement; and Innovation Enabling and Success Measures and Outcome in which JPB has successfully demonstrated.

The Award was administered by the Asia Pacific Quality Organisation (APQO) to recognise organisations who achieve a score of more than 60% and has KPIs and good performance reported with the APQO Innovation Class Award commencing 2019.

The AIC award will be valid for three years after which a renewal process kicks in. APQO is an autonomous, scientific and technical organisation which brings together professional quality organisations from countries in Asia and the Pacific.

APCO president and Global Performance Excellence Award Governing Council chairman Hamek Singh said nine role model organisations from five countries were recognised for adopting a holistic approach in steering the organisation and making significant progress towards achieving key milestones on their innovation excellence journey.

"These organisations have demonstrated performance levels expected of the three categories of the APQO Innovation Class



(From left) APQO International Advisory Panel chairman Dr Charles Aubrey, 25th APQO International Conference VP and head of organising committee Budihartono Fyodorov, Low, Indonesian Quality and Productivity Management Association chairman Suradi, and Hamek

Awards, namely Star, Gold and Silver," he said.

The APQO Innovation Class Award 2019 was presented to JPB corporate strategy and business development division head KC Low on behalf of JPB CEO Shahruil Allam Shah Abdul Halim. The award presentation was in conjunction with the 25th APQO International Conference.

JPB's strengths in innovation excellence are highlighted by a systematic approach towards its Innovative Redevelopment Strategy.

JPB has also rolled out several strategic approaches to ensure the port's sustainable development and innovative growth in new business markets, and transform JPB into a highly motivated and financially strong organisation.

Its strategic approaches include growth strategy, infrastructure

strategy, port expansion strategy, business expansion strategy and subsidiary growth strategy.

To demonstrate innovation excellence, JPB has taken the strategy to increase the port's throughput (volume) by capitalising on the continuous growth of container traffic in South Johor, especially from the Pasir Gudang Industrial Area, and by positioning and promoting JPB as the "Load Centre" for cargo to/from East Malaysia.

This strategy will strengthen JPB's position as the Preferred Gateway for the south of Peninsular Malaysia and enhance JPB's capabilities as a regional distribution hub for global shippers — with a focus on metals as well as soft commodities.

In addition to increase the port's throughput and to further sustain the business, JPB has expanded its business portfolio by diversifying

from the traditional port business and ventured into areas to increase market presence, spread business risks and strengthen revenue.

JPB is also expanding by leveraging on its existing expertise and experience through the establishment of Johor Port Skills Centre (JPSC) — a HRDF Approved Training Provider — in providing accredited (in-house and public) port related training, courses, workshops as well as consultancy services to the other ports or terminals around the region, such as Pelindo IV and Pelindo III of Indonesia.

JPB chairman and MMC Corp Bhd group MD Datuk Seri Che Khalib Mohamad Noh said these days, innovation is a lifeline for almost every organisation to remain competitive.

"As the Premier Southern Gateway Multi-Purpose Port, JPB is the

first Malaysian port to win top honours for its commitment to Innovation Excellence at the internationally recognised awards event of its kind. This recognition proves the port's ability to demonstrate outstanding management capabilities while delivering innovation excellence.

"This award is an honour for all of us at JPB and is a testament to our commitment to high standards of service quality to meet our customers' needs. While the team is very encouraged by this, we continue to strengthen our innovation capabilities and create best solutions for our customers across the globe, consistently and relentlessly, while striving to be among the top ports in the highly competitive ports and logistics sector," he added.

JPB has garnered a number of business awards including the Industry Excellence Award for service sector during the 2016 Anugerah Kecemerlangan Industri award presentation ceremony for industry excellence in applying the Malaysia's Business Excellence Framework.

It has also recently clinched the Global Business Leadership Awards 2019 for Excellence in Port Facilities Management from the Asia Pacific Business Council for Sustainability and Institute of Sustainability and Excellence in Ports and Terminal Training/Education from the 2019 Global Ports Forum Awards.

In 2018, JPB was awarded the Global Performance Excellence Award's World Class from APQO and the Bulk Liquid Port/Terminal of the Year from the 2018 Global Ports Forum Awards. In 2017, the port received the Bulk Liquid Port/Terminal of the Year from Global Ports Forum Awards and the Multi-Purpose Terminal Operator of the Year Award from the Frost & Sullivan Asia Pacific Best Practices Awards.