

**PRESS RELEASE
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Brand Yourself People's Choice Award Going Global for Year 2017
Globalization of Entrepreneurship



Kuala Lumpur, 11 May 2017 – People's Choice Award is an initiative founded by Brand Yourself to recognize outstanding individuals with prominent achievements in their industries. At the third year of the award, Datin Winnie Loo and Steve Wee is bringing the award to a whole new level by inviting entrepreneurs from 10 countries including Australia, China, India, Indonesia, Japan, Malaysia, New Zealand, Singapore, South Korea and Thailand to participate in this award.

20 nominees will be selected from these 10 countries, 2 from each country, to run for the award. There are 4 award categories in the People's Choice Award, namely:

1. People's Choice Award 2017
2. Most Promising Entrepreneur Award 2017
3. Most Charismatic Award 2017
4. Most Stylish Award 2017

This year's Brand Yourself People's Choice Award Ceremony will take place on 28th July 2017 at Galaxy Banquet Hall, Sentul.

With the advancement of science and technology, businesses develop international influence and some even started operating on an international scale due to the ease of communication. This has made globalization possible. Today, globalization is seen as one of the most comprehensive force that shape the modern world. As such, entrepreneurs will have to think globally to survive locally. Noticing and acknowledging the importance of globalization and entrepreneurship, Datin Winnie Loo and Steve Wee have come out with "Globalization of Entrepreneurship" as this year's award concept.

About Brand Yourself

Brand Yourself Agency believes everybody should take charge and build a personal brand that is so powerful; it will knock the socks off your competitors! We will empower you to stand out in the noisy world and be the superstar in your area of expertise!

Our mission is to empower our clients with sustainable knowledge and tools so they can build a strong reputation both online and offline. All these were done through various services and workshops we provide. Best known for our result-oriented and edutainment approach to classes, we have many graduates who speak volumes about our training effectiveness.

Besides branding, we organize Events, present Awards and connecting Entrepreneurs with Investors. Various events were being organized by Brand Yourself Agency, such as The Boss Rescue Conference aimed to equip existing and future entrepreneurs with practical advice and knowledge; and The Gentlemen's Conference with the purpose of helping our society's men to think, act, speak and love like a true gentleman.

Brand Yourself People's Choice Award aims to recognize all outstanding personalities for their significant breakthrough and extraordinary achievements in their areas of expertise. Last but not least, we help people with great ideas to get their ideas out through proper funding and mentorship.

About People's Choice Award

No one is perfect, but we believe everyone deserves a chance to be extraordinary.

Brand Yourself People's Choice Award (PCA) was first introduced in 2015 by Datin Winnie Loo and Steve Wee, inspired by the commitment of all outstanding personalities in achieving their success. The award aims to recognize these outstanding individuals for their significant breakthrough and extraordinary achievements in their areas of expertise.

This year, we are bringing the award to a higher level where we invite entrepreneurs from 10 countries to participate in PCA 2017 with 2 nominees from each country.

- Australia
- China
- India
- Indonesia
- Japan
- Malaysia
- New Zealand
- Singapore
- South Korea
- Thailand

Now on its 3rd year, People's Choice Award continues to showcase outstanding entrepreneurs annually on a platform of national and now international scale. People's Choice Award is also an excellent opportunity to embark on a fulfilling and rewarding Award Journey that motivates business owners and aspiring entrepreneurs to soar towards greater heights in the business arena.

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