



**Mr Burhanuddin Md.
Radzi**

Managing Director, Les'
Copaque Production Sdn Bhd

Burhanuddin Md. Radzi joined Petronas Carigali Sdn Bhd (PCSB) as a Petroleum Engineer in 1982, soon after graduating. Most of his career with PCSB was in Miri, Sarawak, spearheading the takeover of the Miri oilfield from Sarawak Shell Berhad after the expiry of the Production Sharing Contract between Sarawak Shell Berhad and PETRONAS. He received President Award in 1990 and was promoted to lead the Production Operations of Miri fields before leaving the company in 1992 to venture into private sector. In 1994, he joined Dayang Enterprise Sdn. Bhd., a service contractor company to the oil and gas industry, as the Managing Director and partner. He led the company from a small size company until it was ready for listing on the KLSE. Prior to the completion of the listing exercise in 2004, he left the company and sold of his interest.

In December 2005, he decided to venture into animation industry and **Les' Copaque Production Sdn Bhd** was incorporated. Through Les' Copaque Production Sdn. Bhd, he has successfully positioned Malaysia on the map of the global animation industry. The company is an award winning company where they have won more than 40 awards since the inception.

Synopsis:

Creative Business: Between Creative and Business Viability

The balancing act of managing creative works with business objectives and systematic ways of managing the creative workers to understand the need to produce the product that will make the business sustainable.