



Emma Shazneen, founder of emasak

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Emma Shazneen's interview style is as authentic as her Kelantanese dishes

Emma Shazneen is not just a businesswoman who sells food from home.

She is a female entrepreneur typical of Kelantan, and she took us on a journey into the local culture in an interview with BFM.

Her authenticity came through as she talked about the role of women in Kelantan culture, and we could not take our eyes off the appetising food she was seen preparing in the b-roll, especially the *ayam percik*.

Food aside, Shazneen did well in the interview, which is why we are nominating her for the **Hong Bao Media Savvy Awards 2020**.

Watch and read below for my assessment.

We launched the **Hong Bao Media Savvy Awards** in 2018 to recognise local business leaders for their communications skills, and to showcase authentic and credible home-grown communicators.

Supported by the Asia Pacific Association of Communications Directors, we highlight shining examples for other local business leaders to follow, and to build a culture of excellence in communication, to maximise the potential of Asian companies in the Asian Century.

- **Authentic story**

Shazneen shows a natural ability to tell a story.

She talked about how the women of Kelantan actually hold two jobs when most observers might just see them selling vegetables in the morning - most of them transition to their cooked food stalls in the afternoon. She speaks from experience.

Shazneen spoke of Pasar Siti Khadijah, a market in Kota Bharu, which she called a symbol of female entrepreneurship as most of the sellers there are women. She came off as authentic while telling viewers something interesting about women in Kelantanese culture.

If you know Ema Shazneen, share this article with her and congratulate her on being nominated for the **Hong Bao Media Savvy Awards 2020**.

Hong Bao Media provides media solutions for corporate and government

clients in the Asia Pacific and Middle East.

Our three core businesses are:

1. Media skills and executive presence training and coaching for senior business leaders
2. Live webcast production from our green screen studios, or on-location
3. Active investments in a portfolio of blockchain and fintech start-ups

We operate two Integrated Communications facilities, one in Singapore's Central Business District and another in Kuala Lumpur's Central Business District. These consist of green screen television studios for on-camera recordings and webcasts, adjoining training facilities for small groups of senior executives.

Contacts



Mark Laudi

Press Contact

Managing Director

mark.laudi@hongbaomedia.com

(+65) 6223 2249