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TFB, Sony win plaudits in Asian company ranking

Thai Farmers Bank has been named the fifth most admired bank in the region in the latest poll by Asian Business magazine.

TFB was the only Thai financial institution to make the top-ten list in the bank and finance industry in the 2001 ranking of Asia's most admired companies.

Leading the poll was Citibank, followed by Hang Seng Bank, Gudang Garam and Shinhan Bank.

Among Thailand's most admired companies, Sony Corp ranked first, followed by Singapore Airlines' local unit, Siam Cement, **Thai Farmers Bank** and Unilever.

Ranked sixth among Thailand's most admired firms was agribusiness giant Charoen Pokphand. It was followed by fixed-line provider TelecomAsia, Mc-Donald's, Dusit Thani Hotel and PTT Exploration and Production.

A total of 147 companies from nine countries participated in the survey: Thailand, Hong Kong, Indonesia, Japan, Malaysia, the Philippines, Singapore, South Korea and Taiwan.

Firms were judged on six criteria: management quality, product and service quality, growth potential, online and internet strategy, honesty and ethics and social contributions.

Among the companies ranked for the region, **Thai Farmers Bank** ranked 27th. Leading the list was Jollibee, a fast-food operator in the Philippines.

Asia's top companies

2001 rankings by Asian Business magazine
Most admired companies, Thailand

Rank	Company	Points
1	Sony Corp	920
2	Singapore Airlines	910
3	Siam Cement	865
4	Thai Farmers Bank	860
5	Unilever	853
6	Charoen Pokphand	844
7	TelecomAsia	831
8	McDonald's	804
9	Dusit Thani Hotel	801
10	PTT Exploration and Production	776

Source: Asian Business

Most admired Asian companies,
banking and finance

Rank	Company	Points
1	Citibank	8.367
2	Hang Seng Bank	7.821
3	Gudang Garam	7.816
4	Shinhan Bank	7.500
5	Thai Farmers Bank	7.414
6	Standard Chartered Bank	7.363
7	Kookmin Bank	7.200
8	Public Bank	7.095
9	Hongkongbank	7.000
10	Chinatrust	6.708