

Smart Kids, Malaysia's Largest Kid's Education Fair, has always focused on recognizing that each child is special and exemplary in his or her own way.

While the majority equate 'smart' with educational achievements, we believe that every child is 'smart' in their own way and deserve to be recognized for their achievements be it in educational excellence, peer and group leadership, outstanding empathy and charity, creative and innovative excellence or other innate characteristics which are necessary for the development of a good leader.

The annual award encourages children to aim for excellence not only in academia but as individuals with high moral standards who are socially responsible.