



Premier Brands and Leaders 2026

The Cover Story World opens the call for its Dubai edition, with a named jury, published criteria and no commercial influence on results.

The Cover Story World editorial team

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The Cover Story World today opens nominations for Asian Premier Brands and Leaders 2026. The ceremony takes place at Crowne Plaza, Dubai, on 19 November 2026.

The program honours two tracks. Premier Brands recognises companies, brands and business units headquartered or operating substantially in Asia, including the GCC, South Asia, Southeast Asia and East Asia. Premier Leaders recognises the individuals who lead them, from chief executives and founders to functional heads and emerging leaders aged 40 or under.

Entries and nominations close on 16 October 2026. The editorial team screens every entry for eligibility and prepares a research dossier before an editorial shortlist of up to five per category is published on 28 October. A named jury then scores the shortlist independently against five published criteria for each track, and meets once to decide. Winners are told privately, announced at the ceremony, and published on this site the following morning with their jury citations.

Sponsorship, advertising and attendance play no part in eligibility, shortlisting or results. The full methodology, including criteria and weights, eligibility rules and the independence declaration every juror signs, is published on the awards pages.

Every honoree receives the award and citation, a badge and share kit, a published profile in Insights and a place on The Cover List. One winner becomes the cover of the next issue of the magazine.

Two further editions follow: India Premier Brands and Leaders in February 2027, and Global Premier Brands and Leaders in London in April 2027.
