
Haji Burhanuddin Md Radzi



Haji Burhanuddin Md Radzi, born on 4 September 1956, is the founder and Managing Director of Les' Copaque Production, the studio behind the global hit Upin & Ipin. A graduate in Petroleum and Natural Gas Engineering from Universiti Teknologi Malaysia (UTM), he began his career at Petronas Carigali in 1982, earning the President's Award in 1990 before rising to Head of Operations Production in Miri. He later led Dayang Enterprise as Managing Director, steering it towards a planned KLSE listing.

In 2005, Haji Burhanuddin made a bold career shift, co-founding Les' Copaque with his wife, Ainon Ariff. Inspired by the Malay phrase *last kopek* ("last chance"), the studio aimed to produce high-quality 3D animation rooted in Malaysian culture yet appealing globally. The debut series *Upin & Ipin* (2007) paved the way for *Geng: The Adventure Begins* (2009), one of Malaysia's highest-grossing films. The company went on to create award-winning titles like *Puteri* (2014), *Pada Zaman Dahulu* (2011), and major features such as *Upin & Ipin: The Lone Gibbon Kris* (2019).

Under his leadership, Les' Copaque became the first Malaysian YouTube channel to receive the Diamond Creator Award for surpassing 10 million subscribers. The studio expanded internationally through partnerships with Astro, Beijing's Animation and Gaming Association, and is now developing the *Upin & Ipin Universe* console game set for release in 2025.

Recognised with accolades including the Asia Entrepreneur Award 2019, Asia Excellence Choice Award (2024), and C-Suite Leadership Excellence Award (2024/2025), Haji Burhanuddin has transformed a leap of faith into a cultural and commercial triumph, inspiring a generation of creative talent.