

EXCLUSIVE FROM MALAYSIA

EFM

E-MAGAZINE

ADVANCING BEYOND BOUNDARIES

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Lifestyle

Cultivating New Ideas



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MALAYSIA EXTERNAL TRADE DEVELOPMENT CORPORATION

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THIS third issue of the "Exclusive From Malaysia" (EFM) eMagazine takes a look at Lifestyles; sustainable home and living products including personal care; ready to wear and glamorous-to-functional footwear.

As per our tagline "Advancing Beyond Borders", we are proud to present Malaysian companies who have long embarked on an upward trajectory to transform their business to meet the expectation of their global partners.

Their products and services are catered to the international market, whilst retaining the Malaysian touch in designing and usage of tropical materials. From jewellery, skincare products, to ready to wear, and furniture, the companies featured here will have something for everyone.

With a solid pedigree in the furniture segment, Malaysian companies have indeed scaled the heights with their manufacturing excellence at the global stage. These manufacturers are making all the efforts to provide high quality "Made-in-Malaysia" products albeit with competitive prices.

While there are ample products and services in the market, it is our adherence to values and proper utilisation of natural resources that act as catalysts for strong brand presence and customer loyalty.

We hope this issue captures your interest and entice you to contact the companies listed to widen your business horizon.

We trust that with their extensive knowledge and expertise, you will be able to find suitable Malaysian partner to add value to your business undertaking.

Thank you.

Wan Latiff Wan Musa (Dato')

Chief Executive Officer

Malaysia External Trade Development Corporation (MATRADE)



EFM is an exclusive quarterly e-magazine, showcasing world-class Malaysian services and quality products. It is a reference for global partners and buyers who seek to extend their sourcing needs, thus elevating their business potential.

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UPSCALE AND ELEGANT: ABAYAS, SHAWLS AND DRESSES THAT HAVE TRAVERSED THE GLOBE

Promising a collection that uses highly refined quality fabrics, good craftsmanship, the most competent professionals and the latest technology in the fashion industry, Norish Kareem Couture has captured the hearts of international audiences.



The "Green Iris" set of the IM IN LOVE couple collection.



"Tiger Lily" from the PRET collection, featuring a prominent monochromatic motif.

EXTENDING its influence in some of the fashion centres of the world, NK Empire Sdn Bhd is a Malaysian established company that has seen its merchandise flown over to countries including the United Kingdom, United States and the United Arab Emirates – in fashion hubs such as London, New York, Beverly Hills, Dubai, Qatar and Abu Dhabi.

During its conception, the company dealt primarily in dresses, abayas and shawls; it has now gone on to include cosmetics, menswear and jewellery into its wide sprawl of products. NK Empire has found its success by asserting its belief in creating a collection that integrates high quality fabrics with an international-standard designer touch.

PRIME SELECTIONS

Now under the brand name Norish Kareem Couture, they style a range of modern women's wear such as both short and long dress styles and capes,

while their menswear products includes long and short sleeve shirts. Currently, some of their main features are the "Limited Edition", "PRET" and "IM IN LOVE" collections.

The Limited Edition collection has been crafted using placement printed pattern and embroidery. Every pattern is hand designed by in-house designers making each individual piece to be unique and chic. Each design is only produced a few times, again enhancing the item's exclusivity.

Going with the tagline "People will stare, make it worth their while", the PRET collection possesses a flair of being either elegant, or casual and trendy. The IM IN LOVE collection however, is designed with a loving couple in mind – each item having a counterpart for the other gender – and a strong floral influence.

Accessories and jewellery further provides a vital complement to the brands collections. Collaborations with

designers in France and Italy offer a stunning array of options to enhance the modern, yet modest, look of Norish Kareem Couture.

STRANDS OF WELL-BEING

With Norish Kareem Cosmetics (NKC), the company has introduced its first premium hair product, Billionaire Fresh Hair Mist.

Specially formulated by renowned Malaysian Aesthetic & Hair Expert, Dr Shaharom Sulaiman, each spritz of Billionaire Fresh Hair Mist is enriched with a nourishing blend of premium ingredients to help strengthen and repair hair; including Peppermint, Argan and German Chamomile essential oils.

It is doubled up as a hair moisturizer and goes the extra mile with infusion of UVA and UVB filters to increase protection from the damaging effects of the sun. Alongside an instant high-gloss shine boost, one spritz of Billionaire Fresh Hair Mist is assured to restore hair to a sweet smelling scent.

ELEVATING MARKETS

The establishment's global accolades serve as its credentials to help other businesses attain the same level of performance. NK Empire has offered space in its London boutique – "Norish Kareem London" – as a platform for designers from around the world to install their collections.

Moreover, using their valuable position and experience, NK Empire also provides potential associates with fashion consultancy services in order for them to develop international market penetration. Keeping its feet on the ground but skies as its limits, NK Empire will continue keeping customers happy and enhancing confidence.

Certifications

- SIRIM
- CTPA (UK)



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MAKING DREAMS COME TRUE WITH DESIGN FLAIR

The Zulkifli sisters began to impact the world of Muslim women's wear with their Mimpikita brand and now continue to influence the fashion scene both locally and internationally.



LAUNCHED in May 2008, Mimpikita has steadily made inroads into the fashion world via their website as well as "brick and mortar" stores. Their highly successful debut at Fashion Scout, London Fashion Week (LFW) in September 2015 left their mark of distinction amongst the media and fashion followers internationally. Incorporated in 2015, Mimpikita Sdn Bhd and its range of fashionable cast of garments are helping to make the dreams of women in Malaysia as well as worldwide come true. Mimpikita, through its online store, is reaching out across international borders while its boutique stores in Kuala Lumpur and Notting Hill, London are attracting much attention and the fashion conscious.

FROM HUMBLE BEGINNINGS TO THE FOREFRONT

The talented Zulkifli trio comprising of Nurul, Amirah, and Syahira started out humbly with an online blog store and have since transcended to a string of boutiques. When they moved to Jalan Telawi 2, Bangsar it was an ambition achieved as they had always wanted

a place with the other boutiques there. Meanwhile, their big international break at LFW in 2015 was a dream come true. This was followed by further exposure at LFW's Fashion Scout 2016 and 2019 which consolidated their brand as one that is here to stay and not a "flash in the pan" venture. In addition to the above, Mimpikita was showcased in Dubai's PRÊT-A-COVER Buyers Lane 2018 and London Modest Fashion Week 2018, as well as annually in KL Fashion Week.

INSIGHT INTO THEIR CRAFT

The cosmopolitan and functional Mimpikita range uses high quality materials, modern colours, in-house prints and meticulous handcrafting combined with modern practical designs and cuts. The designs are reflective of traditional Muslim women attire, giving birth to their signature laid-back flowing silhouette styles. Their daring and modern interpretation of what is

deemed as traditional, has created a new fashion genre which they proudly exhibit in their richly detailed yet modest ready-to-wear every day attire, exquisite bespoke bridal and formal wear collections, curated scarves and other products.

THE PAST AND THE FUTURE

They were nurtured by their architect father and seamstress mother to be passionate in art and design as well

as to pursue their dreams but in such a way so as to think big but start small. In fact their first business

premise was in the front quarter of their father's architectural firm in Sunway Damansara in 2009.

Mimpikita is already stocked in London and Singapore, and more innovatively, they have recently

launched MKITA - their sister brand

- featuring a new style of basic and relaxed wear. It

was created to complement the more sophisticated and chic Mimpikita collection. The three sisters have plans to expand their business locally and overseas as well as move into menswear sometime in the future. More importantly, they constantly seek to pursue excellence through hard work and unique design flair.



Achievements

- Fashion Scout London, 2016 and 2019
- KL Fashion Week annually
- Dubai's PRÊT-À-COVER Buyers Lane 2018
- London Modest Fashion Week 2018

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M | M P | K | T A

BRINGING VERSATILE FASHION TO CURVY WOMEN

Seizing the gap in plus-size attire, MS. READ was born to make fashion accessible for women sizes UK12 to UK24 so they can look and feel their best no matter the occasion.



MS. READ (M) Sdn Bhd is a fashion brand that upholds a commitment to curvaceous women who want to express their sense of style through the power of clothes. Timeless and effortless styles are created to fit and flatter the curvy woman, designed with quality and craftsmanship. Founded by Malaysian entrepreneur Helen Read in 1997, MS. READ has evolved from a homegrown brand to an O2O international retail business serving women the world over.

FROM BASICS TO PREMIUMS

The MS. READ Collection is a seasonal collection that makes up the heart of the brand where timeless style and grace come together. This creates high-quality clothes that reflect a passionate and confident modern curvy woman. Two main collections are brought out yearly which are the

Spring/Summer collection and the Fall/Holiday Collection. It offers a variety of styles for many occasions like high-powered meetings to an elegant night out. The MS. READ Luxe was introduced in 2018 as a premium line of intricately handmade garments featuring rich quality fabrics, embellishments and exclusively designed embroidery. The goal was to create fancy pieces for special occasions using luxurious fabrics and refined details.

TIMELESS STYLES

The MS. READ Casual line comprises of stylish, comfortable pieces that are versatile to be worn in many different ways. From blouses, palazzo pants, tunics and dresses, MS. READ offers the best variety for fashionable plus-size ladies. While MS. READ Treats offers pieces at a value price point consisting of everyday staples like tees and leggings.

COMFY INNERWEAR

Meanwhile, the MS. READ Ultracool is an innerwear collection with cooling elements and soft fabrication to give comfort throughout the day. A hijab wearers best friend, all styles come in simple and versatile colours that are the perfect base for layering.

SPREADING LOVE THROUGH FASHION

Another collection is the MS. READ Statement Tee, a line of everyday staples consisting of casual tees emblazoned

with powerful messages. The line is designed with uplifting statements like "I Am Limited Edition" and "I Can Do Great Things" to spread self-love through fashion, a tie-in with the brand's #MSRBodyPositive social media initiative. MS. READ even partnered up with the non-profit WOMEN:girls where RM10 from each tee bought will be channelled to women and girls in need.

SERVING WOMEN WORLDWIDE

MS. READ's physical and online stores, as well as the mobile app, offer customers a personalised shopping experience any time of the day. The online shopping also extends to international customers as MS. READ has a dedicated international site so women all around can shop the clothes. Aside from its 16 standalone boutiques, MS. READ is also available through 6 counters at established department stores across Malaysia and Singapore.



Achievements

- MATRADE Mid-Tier Development Wave 4
- Malaysian Franchise Association (MFA) member

MS. READ
STYLES FOR WOMEN UK12-UK24

MS. READ (M) SDN BHD

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FROM MILITARY FOOTWEAR TO SMALL LEATHER GOODS

Kulitkraf's leather footwear and leather goods set to satisfy the ever-growing international market.



And the DIS method is suitable for making both light and heavy-duty shoes and boots. Examples are BRJ 7212 and ORJ 2210 footwear.

PERSONAL ACCESSORIES

Kulitkraf's leather goods collection ranges from small items including key chains, coin purses, belts, card cases (ideal as gifts, souvenirs and for personal use) and fashionable handbags to briefcases and document bags for corporate as well as government clients.

CONSISTENT QUALITY

Incorporated in 1968, Kulitkraf has grown from a tannery to a leading manufacturer of leather footwear and leather goods in Malaysia.

Its leather and components are subjected to stringent quality control inspection before being approved for production use.

To maintain consistency in quality, strict quality inspection is carried out regularly at the designated inspection points on the production lines.

All finished products require the quality controller's final approval before these are transferred to the factory store.

Efficient management, dedicated personnel, quality products and an innovative R&D team have established Kulitkraf's name in the leather industry.

FOR military personnel, construction workers or those who need high quality, high endurance footwear for the rigours of their job, Kulitkraf Sdn Bhd has the right boots and shoes.

These are practical footwear that withstand tough conditions yet provide comfort to the wearer thanks to the company's attention to detail, craftsmanship, modern technology, R&D and innovation.

In addition to the domestic market, Kulitkraf currently exports to Brunei, Oman, Singapore and Sri Lanka, with plans to expand to more countries in the coming years.

FULL PRODUCT OFFERING

Kulitkraf manufactures military, industrial and light service footwear. The military footwear is made for marching, combat, parachuting, jungle and desert operations, and other military purposes.

Its industrial footwear caters for the construction, fire department, heavy industries, oil & gas industry and other manufacturing industries while its light service footwear are for general and special purposes.

DEDICATED PRODUCTION LINES

It has four production lines in the footwear section: Mock Welted Construction (MWC), Goodyear Welted Construction (GYW), Stuck On Construction (SOC) and Direct Injection System (DIS).

DURABLE, COMFORTABLE FOOTWEAR

Footwear manufactured using the MWC method are suitable for heavy-duty activity especially marching, parade and other special operations for uniformed personnel. They are similar to GYW.

The uppers are directly stitched to the insole before being attached to the outsole and stitched again. The outsole is stitched with "lock-stitch" and this process is a combination of McKay and "stitch down" processes. Examples are CBWC 4109 and CBWC 9614 boots.

Footwear using the GYW technique of manufacturing are recognised as high-quality footwear. Rib welt is first attached to the insole, then uppers are directly stitched to the insole rib and welt. The welt is then stitched to the insole and directly stitched to the outsole. Examples are BRGS 0507 boots and OLG 706 shoes.

As for the SOC process, the uppers and the sole are stuck on using special glue. In addition, the side wall is stitched all around to give better adhesion to uppers. Examples are BRSM 9308 & BRSF 1915 footwear.



Achievements

- Malaysia Good Design Mark by Malaysian Design Council (2010, 2011, 2012 and 2015)

Certifications

- Certificate of SATRA - UK membership
- Quality Management System ISO 9001:2015 by SIRIM QAS International
- Product Certification Licence MS ISO 20345:2008 by SIRIM QAS International



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BEST OF BOTH WORLDS: WHERE STYLE MEETS COMFORT

Nelissa Hilman blends two seemingly opposing aspects in footwear – style and comfort. Their extensive collections promise the right pair for even the most finicky of customers.



Nelissa Hilman outlet at Bangsar Village.

WHEN it comes to fashionable footwear, few are as bold, adventurous and broad-ranged as Nelissa Hilman. The company, Nelissa Hilman Ventures Sdn Bhd, opened its doors in 2012 and has since retailed women's footwear both locally and internationally.

These footwear encapsulates the founder, Nelissa Hilman's vision – celebrating women. All are handcrafted to revitalise the heritage of the shoemaking industry, accentuated by distinct youthfulness while prioritising comfort. The amalgamation of her chemical engineering background with the world of fashion and art, birthed a sui generis approach to the competitive fashion arena.

FIXING IS-SHOES TO FIT

It is a common woe amongst womenfolk to sacrifice comfort for style. After countless sore feet, blisters and pain, Nelissa has had enough. Her decision to bridge this gap, and to find the right shoe fit, positioned her on trajectory that would one day see her working with the likes of Jonathan Liang, a Paris-based, Malaysian fashion designer and Creative Director for Duke & the Duchess.

Another hurdle to overcome is the business of selling shoes online itself. While online shopping is no longer met with scepticism, customers are still wary

about purchasing apparel and footwear online; yet, their apprehension is not unfounded.

The company rectifies that by providing international sizing charts (European sizing from EUR34 to EUR42) as well as a shoe size conversion guideline; keeping an open communication with customers to find the right fit for them.

MASTERFUL COLLECTIONS FOR ALL

Whether it is for business or leisure, Nelissa Hilman offers a diverse range of shoe collections for all occasions. These collections, found on their online store, are aptly named New Neutrals – edgy and effortless look that's suitable for office wear; Metallic Darling, the epitome of elegance and grace; Essentials to polish your looks; and Vacation, to complement any outfit.

A favourite among customers is the Eva Pointy Toe Mules, loafer-inspired top-line with stiletto heels that is perfect as a day-to-night mule. Covered in dark blush suede, it is fitted with a faux leather lining with padded insoles and embellished with a bronze metallic band.

Another favourite is the Sereni, with a two-strap detail and chunky block heel. It is crafted in smooth black faux leather with microfibre lining and padded insole for comfort. The ruched upper strap adds a stylish touch and differentiating factor from other designs – simple, yet elegant. These shoes are locally handcrafted in Malaysia.

WHOLLY SUSTAINABLE BUSINESS

The Nelissa Hilman brand boasts leather from Italy, hardware from China while running production on Malaysian soil. The company firmly believes in a sustainable manufacturing process, sourcing raw materials locally whenever and wherever possible, and prioritising the ecological footprint of their shoes.

This is apparent as they espouse the Cradle-to-Cradle (C2C) principles, a biomimetic approach that centres eco-efficiency by modelling industrial processes after nature. The principles include reducing waste and energy consumption, reducing environmental impact, utilisation of recyclable materials, elimination of serious toxins and creating products that are durable.

Furthermore, the company goes one step further as to screen suppliers for negative social and environmental practices. Nelissa Hilman ensures every aspect of the business – down to their supply chain – becomes wholly sustainable. If there is a way to a customer's heart, it is the Nelissa Hilman brand which prioritises customer's comfort without compromising style.



Sereni Ruched Strap... Cool girl shoes to last from season to season and wearable with anything.

Achievement

- Best Local Footwear - CLEO Fashion Awards 2017

NELISSA HILMAN

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NOTTINGHEELS SCORES COMFORT, STYLING POINTS

Whether one is standing, walking or working in offices or on sales floors, in air or at fine dining restaurants, NTH Global's Nottingheels shoes will keep them in comfort and in style.



The glimmering wedding collection are head-turners, made with silk and a special material.



1" bunion pump to 4" pump and peep toe of the nottingheels bunion collection.

DRIVEN by her desire for better, healthier and more fashionable footwear, Amy Chiew - a renowned Malaysian entrepreneur - founded the Nottingheels brand to remix style with comfort for women and men across businesses and industries.

PODIATRIST-TESTED FOOTWEAR

To meet the growing demand for fashion forward and comfortable shoes, Nottingheels has developed fashionable footwear solutions suitable for women

and men across the retail and corporate professions to the hospitality and travel industries.

PROUDLY A MALAYSIAN ACCOMPLISHMENT!

Today, in addition to catering to local demand in Malaysia and supplying to airlines such as AirAsia (all 6 countries: Malaysia, Indonesia, Thailand, Philippines, India, and Japan) and Malindo Air, NTH Global Sdn Bhd, the manufacturer of Nottingheels shoes, is currently expanding its markets globally after having successfully dealt with several major buyers around the world, including Thailand and the US. Nottingheels has opened its first international outlet at Takashimaya Thailand in November 2018.

All Nottingheels shoes come with a unique comfort and professionally fashionable design that were presented at the New York & Vancouver Fashion Week 2017/2018. In compliance with international trade requirements, Nottingheels is registered as a trademark in Malaysia, China, Europe and the US.

BIOMECHANICAL INSOLES

Nottingheels biomechanical insoles are specialised orthotic insoles that serve many functions during long and strenuous hours of standing or walking.

The customised and well-structured heel cup helps cushion and hold the foot anatomically and relieves stress on the sole's muscles. Durable foam embedded on the top provides a support system that improves body posture and gait in the long run.

Nottingheels sports insoles are biomechanically designed based on the ergonomics of feet, with unique features that relieve pain, prevent blisters and odour, and maximise stability in every step. Shoes with such sports insoles are for people with heel pain, knee pain, ankle pain, metatarsal pain, and plantar fasciitis.

FROM "I DO" SHOES TO BUNION SUPPORT

Nottingheels shoe wide range comprises

Premium Wedding Collection, Arch Support, Soft Cushion, Fashion Cushion and Bunion Collection. The beautiful Premium Wedding Collection features 5" Soft Cushion wedding shoes in Rose Swarovski and in hues of Glitter Ivory, Champagne, Rose and Glitter Gold.

For bunion feet, the Bunion Collection features one-of-a-kind specialised upper design bunion-support footwear that can eliminate pain and stabilise or fix bunions. Nottingheels owns the exclusive copyright of the bunion design patent (copyright PI 2018700988).

From Nottingheel's collection, it is clear to see that their heart lies in the comfort of their customers - striving to design and provide the best for customers' foot care and overall health.



Bunion 4 inch Beige.

Achievements

- SME Corp 3-Stars Rating 2018
- MATRADE Go-Ex Pro scheme 2018
- Prof. Jimmy Choo Award Next Designer of the Year 2017
- Malaysia Good Design Mark Award 2017/2018

Certification

- Patent copyright for bunion shoes (copyright PI 2018700988)

Nottingheels®
PODIATRIST TESTED

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GOLD JEWELLERY THAT MAKES US GLITTER

Jin Huo Gold's sparkling collections feature a superb mix of expertly crafted jewellery in designs that are fun and colourful to classic and bespoke glamour.



FINE CRAFTSMANSHIP

Jin Huo Gold's R&D and Design teams, which comprise experienced seniors, young professionals and highly skilled workers, are supported by up-to-date technology, fine craftsmanship and excellent quality assurance.



EXCELLENT QUALITY ASSURANCE

The Penang-based company has over 25 years of experience in manufacturing gold jewellery for the domestic and international markets.

It has also been participating in the Penang Signature Gold Fair since 2016 to the present.

Spearheaded by CEO Chiah Hock Yew who is a successful gold manufacturer and 20-year veteran in the gold and jewellery industries, Jin Huo Gold is one of Malaysia's leading manufacturers and exporters specialising in a wide range of gold jewellery. Chiah also serves as honorary adviser to the Asia Pacific Creator Association.

The company is committed to enhancing the quality and value of its gold jewellery in its quest to deliver world-leading quality Made-in-Malaysia products.

WHETHER the rationale for owning fashion gold is as a personal identity, for social reason or for the precious metal's investment value and high economic worth, Jin Huo Gold & Jewellery Industries (M) Sdn Bhd is a go-to source as an integrated, one-stop jeweller - from manufacturer to retailer of gold, jewellery and precious stones.

EXQUISITE RANGE

Jin Huo Gold manufactures 24K, 22K, 21K and 18K gold jewellery under these categories to name a few:

- **Earring Collection** - these splendid pieces come in a variety of Blossom, Peace, Love-Peace and Whirling Peacock designs
- **Bangle Collection** - this showcases Baby, Fancy, Classic Dragon, Phoenix and Flower designs that are modern and distinctly feminine
- **Exclusive Set** - this comes in a sleek, minimalist designs in an entire set of necklaces, rings, earrings and bangles such as the 22K Be Forever and The Monarch sets
- **Feng Shui Series** - an Auspicious Prosperity Collection, it gives prominence to fortuitous symbols such

as abacus and Pi Xiu which are related to money, prosperity and health, especially for the Chinese

- **Necklace Collection** - classic, stylish, elegant, it highlights Cherry Blossom, Sunflower, Redly Classic Icons, and Eternal Love Lock motifs
- **Bespoke Collection** - consisting of the Ring and Earring series, it is one-of-a-kind such as the 22K Papillon and Blossom motifs, and 916 gold rings in finely detailed designs

THRIVING GOLD MARKET

Growing from strength to strength domestically while gaining international customer recognition from the Middle East, Indonesia, Thailand, China, Singapore and India, Jin Huo Gold as an integrated, one-stop jeweller is expanding its business in these overseas markets and beyond.



Achievements

- Malaysia Good Design Award 2017
- Malaysia Good Design Award 2016



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DAZZLING DIAMONDS, GLAMOROUS GOLD

Tomei beckons us into its tantalising world of jewellery of fine lines and fantastic forms.



The Fantasy Queen of Forest Collection

TOMEI is an integrated jewellery manufacturer and retailer of gold and white gold jewellery with over half a decade of proven success in its expertise.

Tomei is listed on the main board of Bursa Malaysia and dominates a sizable portion of the Malaysian jewellery market with more than 50 retail outlets under different brands: Tomei, Signature by Tomei, Goldheart, Le Lumiere and De Beers. In order to tap into the online segment, Tomei does online sales on www.etomei.com.my. In addition, Tomei also wholesales its products to other jewellery stores and exports to Singapore, Indonesia, Thailand, Vietnam, as well as the European countries.

SUPERIOR DIAMOND OFFERINGS

Tomei is one of Malaysia's leading experts in the jewelry industry recognised for its superior diamond offerings and is known for creating the finest engagement rings, wedding bands and other glamorous gold and diamond masterpieces, each is carefully handcrafted with meticulous attention to details to ensure quality craftsmanship and design excellence.

TOMEI'S GOLDEN TOUCH

In Malaysia, "the bigger, the flashier, the better" has always been our intangible

cultural heritage for centuries when it comes to gold jewellery, and that is what Lusso Italia all about! Lusso Italia is a collection of 916 gold signatures imported from Italy. It focuses on the statement-making design and features long, embellished and asymmetrical pieces that are currently trending.

TOMEI IN-HOUSE BRANDS

Tomei has been prolific in launching new products and constantly introduces new design of jewellery to the market. Some of the popular in-house brands loved by many are Anastasia and Chomel. Anastasia is Tomei first own 916 gold collections, a creation by Tomei designer team which emphasises on trendy and glamorous designs, while Chomel is Tomei's top selling charm bracelet series, available in 916 gold and 14k white gold categories.

INTERNATIONAL BRANDS

Le Lumiere - Diamonds of Light™

A luxurious international diamond brand notable for its perfect 8 hearts and 8 arrows ideal diamond proportion with GIA 3 excellent grading to deliver the optimum display of scintillating brilliance that all generations would love and revere. In 2016, Le Lumiere was successfully accredited as the first and only Authorized Diamond Dealer of World Diamond Mark in Malaysia.

Prima Gold 24 Pure Gold

An international brand from Thailand made of best quality 24K pure gold, Prima Gold provides exotic designs inspired by natural beauty and is delicately crafted with unique silk-line technique by master artisans undertaken decades of apprenticeship.

Xifu Gold Wedding Collection

An international brand created by the World Gold Council since 2003, Xifu is a gold wedding collection made of 24K pure gold. The Xifu's auspicious symbol signifies endless blessing from parents and the elderly to their off-springs. It usually comes in signature sets that express traditional values and beliefs of the Chinese heritage and culture with a goal of incorporating them into

contemporary chic design. In Malaysia, Tomei is the exclusive distributor of Xifu.

Other Collectibles

In addition to its jewellery, Tomei also sells investment precious metal from the marque of PAMP Suisse, Royal Canadian Mint and Perth Mint. Tomei also partners Visconti, a world-renowned Italian pen maker to offer the world first Visconti-Le Lumiere diamond pen.

HAPPY AND PLAYFUL

For the children market, Tomei holds licenses from Warner Bros. Consumer Products and Sanrio to manufacture and sell gold products of popular cartoon characters from the Looney Tunes, DC Super Heroes, Hello Kitty and My Melody respectively.

Every piece of Tomei jewellery tells a story, spanning from glorious inspiration to perfect sparkles that lasts a lifetime.



Achievement

- World Diamond Mark, Authorized Diamond Dealer

Certifications

- ISO in Quality Management System for Retailing in Jewellery, Lloyd's Register
- National Mark for Malaysian Brand, SME Corp Malaysia

SPACES DESIGNED FOR HAPPINESS

Landscaping for parks and recreational areas since the year 2000, Pro-Landscape Structure Sdn Bhd has expanded their arsenal of skills, products and services to cover over 10,000 projects across the globe.



All Pro-Landscape's structures are compliant to international safety standards and made with non-toxic paint and materials.

CREATING fun space for one to play and enjoy with expertise and experience in-mind, Pro-Landscape Structure Sdn Bhd has proven to have both. The company has a two-decade long career designing, manufacturing and installing playgrounds and recreational equipment for indoor, outdoor and water playgrounds. Having a diverse inventory of products, the business has exported to the following countries: Singapore, Thailand, Brunei, Vietnam, Philippines, Indonesia, India, Bangladesh and Mauritius.

Featuring Conceptual Modular play systems for outdoor, indoor, water play, outdoor fitness and park amenities, Pro-Landscape Structure is adept at conceptualising and customising designs according to their customers' needs. Furthermore, all the company's products are built with compliance to international safety standards and non-toxic paint and materials.

Some of their major clients include developers – Sime Darby, Uda Holdings, PKNS and LBS; local authorities such as the KL City Hall, Ruang Publik Terpadu Ramah Anak (RPTRA) in Jakarta, and

the Jakarta City Hall; food chains the likes of KFC Malaysia and Bangladesh Fried Chicken; and international schools such as STS Educational Group LTD in Bangladesh, Tenby International School and Mont'Kiara International School.

KIDS GO WILD

The cream of the crop of the company's offerings are children's playgrounds. For a pre-arranged product lineup, there is an array of children's playgrounds under the company's "Si-Camel Play Systems" label. Meant for children from ages four to 12, these playgrounds come in six different categories including Futuristic, Water Play and Evergreen. Each category is further divided into various models offering customers a good variety – of over 40 – to choose from.

One of their models, from the Waterplay line, is shaped like a classical wooden ship that covers an approximately 142 m² area. Slides and other playthings protrude from the ship and lead into a pool of crystal-clear water, providing amusement for up to 30 children. Pro-Landscape Structure also provides independent items such as "spring riders", swings and "waterguns".

FOR THE GROWNUPS

The company has an assortment of Outdoor Gym and Parcourse equipment perfect for a fitness trail along parks, to service the fitness needs of adults. The Outdoor Gym line has ten different models such as the Pro Cycle, Mini Ski, Space Walker and Rowing Machine. As for the more casual Parcourse equipment, the standard Chin-up Bar and Parallel Bar together with the more contemporary "Waist and Back Massager" are some examples that are attention-grabbing.

Other products that they manufacture are park amenities – under the "Propark" label, namely benches, bins, and tables that again come in different varieties. From the traditional Park Bench to a more modern looking "Trellis" bench, Pro-Landscape Structure has got you covered.

AN ENDURING SERVICE

The process of choosing the precise set for a project may be daunting; however, the business provides excellent consulting services. Furthermore, the company offers lasting services such as upgrading and maintaining parks and administering warranties of up to five years together with product liability insurance.

With such an extensive background, Pro-Landscape Structure is geared to continue to push the envelope on their expertise and their global outreach, creating more smiles on child and adult faces alike.

Achievements

- Malaysia Best Design Awards 2008, 2010
- International Play Equipment Manufacturers Association (IPEMA member)
- Malaysia Brand

Certifications

- ISO 9001:2017
- SIRIM MS 966
- European Standard EN 1176
- American Standard ASTM F1487
- Singapore Standard SS 457



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TREASURES OF THE EARTH TURNED INTO SELF-CARE POULTICES

Taking advantage of Malaysia's rich natural resources, Tanamera has carved out a name for itself as a purveyor of quality personal care products made from tropical, natural ingredients.



Tanamera offers a wide range of products including massage oils, body soaps and virgin coconut oil.

RANGING from herbal soaps and massage oils to body scrubs, essential oils and even compress balls, Tanamera Tropical Spa Sdn Bhd has a slew of products ensuring their customers satisfaction whether you're a high-end hotelier, a confinement center or you're just wanting to pamper yourself at home.

Meaning "red earth" in Malay, Tanamera traces its humble beginnings to three siblings - Faridah, Fauziah and Faisal - who established the brand in the year 2007, with a dream of making a truly natural product range targeted to the international market. Since then, the company has gone on to export to a multitude of regions including Japan, America, Kuwait, Hong Kong, Russia, Germany and other Asian countries.

IN THE SHOWER

Scrubs, washes, bath salts, and bath powders, Tanamera has covered all grounds. The company's brew uses tropical herbs, coffee beans, brown sugar and Himalayan rock salt. There are also no additives such as rice flour fillers, fragrance or preservatives.

The scrubs named after their main ingredients like Kacang Hijau (Mung Beans), Mangir, Sengkuang and Temu.

Each scrub can be used for skin rejuvenation and again as an aid in the relief of bodily ailments. Also, in the lineup are the Black Rice Facial Mask and Black Formulation Facial soap - which triples as both a cleanser, scrub and a facial mask.

Tanamera's fresh release, the Ageless Face Serum is created with organic rice extract - a probiotic skincare ingredient. Coupled together with premium ingredients such as nutri-peptides, lauric acid, and natural plant-based essences, this serum effectively penetrates the skin cells to nourish and cultivate the deepest layers of skin.

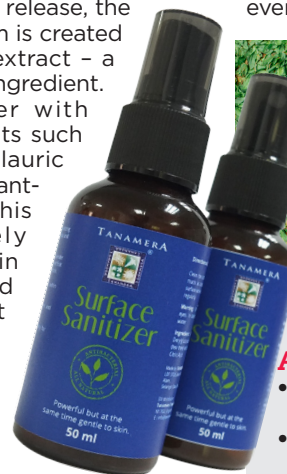
In the hair care department, the Tanamera Hair Strengthening Set includes their branded merchandise, which is blended with plant oils, essential oils and herbal extracts. The Hair Strengthening Shampoo, comprising of ingredients such as Kapilarine, Kigelia Africana, and sage; nourishes scalp and follicles

while strengthening hair. The Hair Strengthening Conditioner consisting of ingredients like virgin coconut oil and cinnamon, reduces hair fall or thinning, while repairing and soothing the scalp. The hair serum aids in hair growth.

POTIONS OF MANIFOLD USES

An essential of any spa kit are oils and ointments, an area that Tanamera is well-versed with, segregating their expertise into both massage oils and essential oils. Their massage oils are designed more as external remedies, to soothe muscle aches and to promote relaxation. The Basil Massage Oil relieve headaches, the Ginger Blend can help alleviate stomach discomforts, while the Cold Press Virgin Coconut oil can be used to improve upon the skin on face, body and hair.

Ambitiously, Tanamera has also bolstered their output to include accessories such as aroma stones, ceramic oil burners, and even teas. Looking into the future, this company has the bearings of one which will continue to develop itself and its range of products to truly meet a customer's every need.



Natural and aromatic massage oil blends for health and wellness.

Achievements

- Best Home Spa Products - Malaysian Wellness Award 2009
- JIDPO Good Design Award ("G-Mark") 2005

Certifications

- ISO 9001:2008
- Halal Certified
- GMP Certified
- Vegetarian Society Approved, UK



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TRADITIONAL MALAY BLEND FOR SKINCARE REMEDIES AND MORE

Tropica Beauty develops formulations to deliver the very best family skincare using Virgin Coconut Oil (VCO) as a prominent ingredient.

Tareena Herbal Soap provides a soft massage and gentle exfoliation and can even relieve sinusitis.



TROPICA Beauty Sdn Bhd was founded in 2010 by the dynamic Malaysian duo, Suraiya Hanafi and Arbainah Abdul Rahman. The company – a labour of passion for natural health, well-being and aromatherapy – is based in Batu Caves, Malaysia and offers various food, cosmetic and personal care products for all ages, including little ones.

The company enthusiastically promotes natural and chemical-free products, boasting only high-quality and safe ingredients sourced from mature kernel coconuts.

PAMPERING “ME TIME” FOR ALL AGES

Smelling and feeling good has never been easier with the company's TROPIKA virgin coconut oil-infused collections, specially designed to promote internal health, healthy skin and hair growth.

Placing an emphasis on aromatherapy, the company combines virgin coconut oil with numerous aromatic blends such as those in Ginger & Cinnamon Soap, Citronella Soap, Tea Tree Therapy Oil, and Virgin Coconut Oil Blackcurrant.

Additionally, the company specialises in care products for new moms; Post Natal Massage Oil and Aromatherapy Massage Cream promises to soothe

aching bodies and ease the process of recovery during the postpartum period. Tropica Beauty also offers lactation cookies containing fenugreek, flaxseed and oats to promote lactation and provide much-needed nutrients for the body.

Creams and oils are not just for mothers. Their specialised baby products aim to deliver essential nutrients to babies' skin and hair. Products such as Baby Soap Lavender, Baby Herbal Cream and Natural Bubble Wash Sweet, to name a few, are also able to clean, moisturise and protect young skin from infections and irritations.

TROPIKA, AN INTERNATIONAL SENSATION

Having only been introduced to the UK market a few years prior, Tropika UK Limited – Tropica Beauty Sdn Bhd's UK-based distribution company – launched the 40 Days A Queen (40 DAQ) programme to promote ancient Malay postnatal care rituals and confinement practices. To ensure its success, Tropika UK collaborated with several UK mum support groups in early 2019 for more visibility and brand awareness.

It is based on traditional Malaysian jamu massage with its 100% natural blend of VCO and tropical herbal extracts that is beneficial for the health and well-being of new mothers. The oil

is said to prevent postnatal depression by soothing the mind, and balancing and restoring the body, post-pregnancy.

Having many feathers in their cap, and backed by a strong market presence throughout Western Asia and China, TROPIKA maintains a respectful and trustworthy persona. The company's purpose is to enhance the quality of life and contribute to a healthier future. It strives for the best to provide customers with all-natural and safe products.



The Aromatherapy Massage Cream is a blend of traditional home remedies for postpartum recovery.

Achievements

- Beauty Shortlist Awards 2018, Editor's Choice.
- Junior Design Awards 2017, Silver.
- Beauty Shortlist Mama & Baby Awards, Editor's Choice 2017.
- Best Baby and Toddler Gear 2017 by mum, Gold, Toddler Skincare.

Certifications

- HACCP
- GMP Traditional and Cosmetic
- ISO 22000
- Halal



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HALAL SKINCARE, BODYCARE FOR EVERYONE

High quality, efficacious and affordable, Cosmoderm beauty and grooming treats are more than skin deep.



THE underlying principle behind the formulation of all Cosmoderm products, by its brand owner Vanity Cosmeceutical Sdn Bhd, is to provide the most effective combination of ingredients that will help the skin to heal itself.

It is committed to producing high-quality skincare and bodycare products that are affordable to everyone regardless of age, skin type and gender.

SAFE AND PURE

From skincare and bodycare to treatment series, Cosmoderm products are made to industry standards and using high-quality, safe and pure active ingredients like vitamin E from Europe, tea tree oil from Australia, co-enzyme Q10 from Germany, and traditional herbal ingredients such as manjakani (a species of oak) from Malaysia.

The products are free from parabens,

SLS and SLES, and not tested on animals.

TEA TREE OIL SERIES

It balances the healing properties of tea tree oil and vitamin E, and is effective against acne, body odour and sunburn, among others, while being gentle on the skin.

It is formulated for teens and adults with oily and acne-prone skin.

VITAMIN E SERIES

Its powerful combination of vitamin E and rosehip oil helps to fade scars and pigmentation, even out skin tone, neutralise free radicals and renew skin cells for healthy, flawless skin.

It is suitable for teens to adults with normal, dry or combination skin and for use in dry, hot and cold climates.

GENTLE SERIES

Enriched with collagen, co-enzyme Q10, vitamin A and natural plant-based

extracts, Cosmoderm's Gentle Series helps to revive, renew and rejuvenate dry or mature skin and sensitive younger skin.

LUMINOUS PEARL SERIES

This is formulated to brighten skin's natural tone safely using Active-G, a finely balanced formulation of natural whitening agents like niacinamide and glutathione and fruit extracts that help stimulate cell renewal.

Besides brightening skin tone, the product also helps diminish freckles and pigmentation, and firm the skin.

FEMININE SERIES

It helps women of all ages to maintain healthy intimate hygiene with benefits of traditional, natural plant-based extracts such as chamomile and oak gall. It also helps to reduce irritation and prevent excessive discharge, thereby enhancing confidence.

The Manjakani Hygiene Wash, made up of 99% pure manjakani extracts, helps speed up wound healing after childbirth or for new brides.

TREATMENT SERIES

It is focused on solving everyday skin problems like chapped skin, cracked heels, minor aches and pains and eye bags by providing affordable, cost-effective solutions with actives like nutmeg oil, vitamin E and rosehip oil.

HALAL BRAND OF CHOICE

Cosmoderm was created in 2001 by Malaysian experts in the personal care industry.

Its brand owner Vanity Cosmeceutical, an early pioneer in Malaysia's halal industry, aims to become the Malaysian halal brand of choice for skincare and bodycare in ASEAN and Muslim countries by 2020.

Cosmoderm products are sold in over 3000 chain and community pharmacies, clinics and retail outlets in Malaysia, Singapore, Brunei, Maldives and Lebanon.

Achievements

- BrandLaureate World Halal BestBrands Awards 2018
- Asia Halal Brand Award for Best Halal Skincare (Regional) 2017

Certification

- Halal Certificate



VANITY COSMECEUTICAL SDN BHD

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"ALL IN A PACK" GREEN FURNITURE AND WELLBEING

Crafted from environmentally friendly rubberwood, Deep Furniture products see form meets function with award-winning results.



AT Deep Furniture Sdn Bhd, process also meets material to create sustainable designs championing Malaysia's renewable rubberwood.

UNIQUE SELLING POINTS

Deep manufactures and exports solid rubberwood furniture ranging from living, dining, bedroom and home office pieces to storage, shelving, pet and children's products and more, and possessing features such as a "Set In One Box", 100% solid wood, and making the best use of natural and eco-friendly materials.

This means green furniture that preserves the natural wood knots and wood grains, so every piece of the furniture is unique in the world, while its low formaldehyde level meets international standards.

Each furniture also possesses creative and unique designs that satisfy personal requirements; takes paints and wood stains easily, making it simple to customise and personalise. They are made ready to use, boasts registered designs and layered with natural coating to be eco-friendly.

OTHER OUTSTANDING ASPECTS

In addition, Deep Furniture whether from DIY (do it yourself) and CIY (create it yourself) to PIY (play/paint it yourself) is a cross-era product while its flat packing

and high loadability reduce transport cost (can be carried in a car).

It is also multi-function, multi-selection, space saving, user-friendly, easy to set up and assemble, has a mixed load programme, and provides flat pack, DIY pack and mail order pack.

A good 90% of Deep products are suitable for cash and carry, mail order, e-commerce, dotcom business and internet shopping mall. Furthermore, these are direct from factory.

STRONG MARKET PRESENCE

Since its establishment in 2005, the Malaysia- and Taiwan-based Deep has grown into a comprehensive furniture manufacturer and exporter to overseas markets that include the US, Japan, Germany, Denmark, India, the United Arab Emirates, Asia and more than 37 countries the world over, and counting.

BRIDGING GLOBAL CLIENTS

Deep's core capabilities are underpinned by, among others, committed employees and its current production space of more than 181,000sq ft.

These capabilities serve as a bridge for international customers who want to start their selling shipload with Deep's foremost "All Pack In A Box" product concept.



Achievements

- EFE – Best Booth Design, Branding Corridor (2019)
- EFE – 2nd Best Booth Design, Bare Space above 120sqm (2019)
- EFE – Best Product Design, Living Furniture (2019, 2011)
- EFE – Best Product Design, TV Cabinet (2019)
- EFE – Best Product Design, Bedroom Furniture (2019, 2018, 2016)
- EFE – Best Product Design, Dining Furniture (2019, 2018, 2017, 2012, 2011)
- EFE – Best Booth Design, Bare Space above 120sqm (2018)
- Sin Chew Daily – Business Excellence Awards, Product Excellence (2017)
- MFPC – Malaysia Furniture Industry Brand Mark – Malaysian Pride (2016, 2013)
- MIFF – Best Presentation Award & Furniture Excellence Award (2015)
- MIFF – Best Presentation Award (2014)
- Malaysia Furniture Leadership Award – Rising Star (2009)
- MFLA – Malaysia Furniture Leadership Award – Product Excellence (2009)
- EFE – Innovative Product Competition (2009)
- EFE: Export Furniture Exhibition
- MIFF: Malaysian International Furniture Fair
- MFPC: Malaysia Furniture Promotion Council

DEEP
FURNITURE

DEEP FURNITURE SDN BHD

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GREEN-CONSCIOUS PREMIUM WOODENWARES

One Tech started out as typical manufacturing business but ventured into sustainable, green furniture and interior design and never looked back. Today, their environmentally friendly products are taking the Malaysian and International market by storm.



Dapo's woodenwares uses eco-friendly and organic coatings for safer consumption.

ONE-TECH (M) Sdn Bhd (OTSB) started its operation in 1993 in Kuala Lumpur, Malaysia. Its first foray into the manufacturing industry saw the company supplying wooden furniture to government schools and offices in the area.

In just a decade, the company grew and began specialising in premium customised wood products and interior design works for government agencies, private and public corporations and even universities.

TAKING A GREENER APPROACH

Having always been eco-conscious, One Tech ventured into green furniture manufacturing, providing interior fit-outs and décor. Upon establishing itself as a green lifestyle solutions provider in 2013, OTSB reinforces its values through four key principles – Design, Durability, Sustainability, and Community and Industry Engagement.

Furthermore, their factory practices 5S methodology: Sort, Set in Order, Shine (Cleaning), Standardise, Sustain; and LEAN management for waste reduction and improved efficiency. It's no wonder the company was recognised as a Top 10 LEAN SME company in Malaysia by the Malaysia Productivity Corporation (MPC). It was also recognised by the

Malaysian Timber Industry Board (MTIB) for its sustainable practices.

DAPO, QUALITY WOODWORKS FOR STYLE AND FUNCTIONALITY

Helmed by "Green Carpenter" Harith Ridzuan, OTSB then founded Dapo in 2015. The brand became Malaysia's first PEFC-certified homeware brand and winner of Japan's Good Design 2018.

Harith, being the eldest of 10 siblings, was inspired by the family's passion for food, which led to the creation of Dapo – derived from *Dapur*, the Bahasa Malaysia word for kitchen or cooking stove.

Dapo offers food enthusiasts a range of premium kitchenware made from sustainable timber and recycled materials, bringing style and functionality to the table. Some of the offerings include serving platters, dining trays, and wooden round trenchers, all with unique designs.

Their diversified offerings also expand to homeware items such as samosa-shaped paperweight, a simple yet stylish wooden phone holder, beautiful printed and engraved coasters, as well as two-in-one name card and phone holder. Not only are they practical, they are also aesthetically pleasing and can adorn any office workstation without being gaudy.

Dapo's products have gained international attention, attracting

customers from France, Japan, Korea and the US. It also has a growing presence in Europe and Asia.

The company will continue to deliver innovations that centres customers' wellbeing and engage with various communities to educate and create awareness on the importance of sustainable living.



Round serving trays that would garner the admiration of guests.

Achievements

- 2018: Europa Awards for Sustainability – Best Environmental Impact (SME category)
- 2018: Brand Laureate Bumiputera Award winner for Manufacturing – Furniture
- 2018: Good Design Japan award for Green Factory initiative
- 2017: Excellent business performance by MTIB
- 2017: Top 10 LEAN SME company in Malaysia by MPC
- 2016: MPC Productivity Champion Award
- 2014: SME Corp SCORE Rating 4-Star
- SME Bank/ Teraju/ Matrade 'Bumiputera Best Exporter'

Certifications

- ISO 9001:2008
- 5S & Lean manufacturing
- Programme for Endorsement of Forest Certification (PEFC)

dapoTM

ONE-TECH (M) SDN BHD

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GLOBAL 1-STOP SOLUTIONS PROVIDER

A top manufacturer and multidisciplinary specialist brand, SKS has every solution for small to large and mega projects.



MULTINATIONAL S. Kian Seng Sdn Bhd delivers to over 50 countries worldwide and services up to 10 specific sectors under its own SKS label.

The sectors are hotels, convention centres and residences; integrated resorts, casinos and cruise ships; laboratory and education facilities; medical and healthcare; corporate towers, offices and workspaces; transportation, automotive and airports; oil and gas; telecommunication; media and advertising; and commercial kitchens.

GLOBAL EXPORT MARKETS

The main export markets of SKS are Asia, Australasia, the Middle East, the US and EU.

SKS builds its global presence through recognition of its product quality, innovations and services.

ALL-IN-ONE HORECA FACTORY

SKS is the largest global hotel furniture and equipment manufacturer of over 5,000 products.

For F&B solutions, SKS as a manufacturer that understands restaurant design and F&B operations makes it the 1-stop Horeca factory in the hotel/restaurant/cafe food service industry.

Also, it has over 2,500 products including flexible workstations configured to fit any corporate and workspaces.

CASINO AND MEDICAL SPECIALIST

SKS is a 1-stop casino specialist providing operational solutions and customisation for all casino-related items. It is an expert in equipment and technology integration into casino products to enhance the player's gaming experience.

In the medical and healthcare sector, SKS is a total medical equipment and furniture manufacturer solving medical needs for all. SKS products are powered by electrical, hydraulic or manual cranks to suit budget needs.

DESIGN, BUILDING SOLUTIONS

In the architectural and structural sector, SKS provides design and building solutions that cater to global distribution, assisting

hand-in-hand with global brands towards simplifying their expansion programmes.

Essentially, SKS marries manufacturing, design, speed and global distribution. As a 1-stop laboratory, it tailor-makes laboratory solutions to scientific needs.

ENGINEERING & FABRICATION

In engineering and fabrication, over 43 years of customisation knowledge, innovation, on-time delivery and proven expertise have made SKS Engineering one of Asia's leading metal fabrication and engineering service providers.

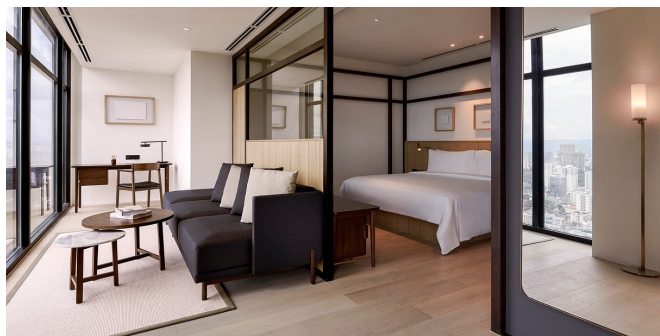
SKS Engineering provides high-tech and precision fabrication services that focus on product requirement and new product development, product engineering and design, effective manufacturing processes and effective delivery models.

Indeed, the SKS Group of Companies had grown from a furniture business back in 1974 to a globally renowned multinational corporation today, servicing the aforementioned sectors under its own SKS brand. It has practically every solution for small to large and mega projects.

GREEN POLICY

Being ecologically responsible, SKS has been adopting best environmental practices since the 1990s.

These range from certified chemical discharges, eco-friendly certified machines, carbon disposal programme, dust collection filtration chambers and LED energy-saving lighting to investing in carbon offsetting programmes.



Achievements

- First Reporter, MyCarbon Programme 2014
- Asia Pacific International Honesty Enterprise Keris Award 2010
- Export Excellence Award by Malaysia's Ministry of International Trade and Industry in 2006

Certifications

- ISO 14001:2015
- ISO 9001:2008 (LRQA UK)
- ISO 13485:2003



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