

Success Stories

Take your cue from few of many companies rooted and founded in Selangor with success matters accumulating.

Amer Sports Malaysia Sdn Bhd

Formerly known as Wilson Sporting Goods (Malaysia) Sdn Bhd, this corporation is leading manufacturer of racket and team sports equipment and golf equipment.

In 2005, Amer Sports' net sales grew by 32% to EUR 1.4 billion (2004: EUR 1.0 billion). The Asia Pacific region remains an important source of growth for Amer Sports and the regional office in Malaysia spearheads various marketing programmes for the region to ensure the company's global policies are uniformly implemented.



Amer Sports has a regional office in Selangor

"Malaysia with its excellent port and airport facilities, cost competitive environment and a stable and dedicated work force allows Amer to fully reap the benefits of cost savings and to integrate the operations of the region," says Mohan Pothera, General Manager, Asia Pacific region. "The Asia Pacific office together with its regional warehousing operations moved its operations from Singapore to Malaysia in 1996 to reap the above benefits."

Assisted by a staff force of 47 (of whom 46 are Malaysians), the Malaysian office located in Shah Alam controls and coordinates its marketing activities in Malaysia, Thailand, Korea, Indonesia, Singapore, Philippines, India, Pakistan to name a few. All sourcing activities are coordinated from the Malaysian office for the region.

As a measure to assist in the supply chain, Amer Malaysia maintains a bonded warehouse operation licensed by Royal Malaysian Customs. The warehouse maintained in Malaysia serves as a hub for export of goods to the various locations in the region. As the regional office for Asia Pacific Region, Amer contributes to Malaysia's foreign exchange earnings through the export of its products to countries in the region.

Air condition units by Sharp



Sharp has been in Selangor for many years



Sharp

Sharp has been in Malaysia for over 25 years now and is still expanding. To-date they have six companies employing a total of more than 8,500 people. Each company has its own specialisation in manufacturing products for the export and domestic markets.

Sharp Electronics (M) Sdn. Bhd. (SEM) has been in Shah Alam for six years and is the youngest among Sharp's companies in Malaysia. As an R&D centre, research, design, development and testing of new products, besides serving as a global

procurement centre and service and parts distributor are conducted here. 650 local engineers are hired here.

Malaysia is Sharp's largest offshore export production base in the world. Their achievement of ISO 14001 certification in December 1999 is a result of the support of the local government.

Malaysia has become a production site for many companies involved in the electrical and electronics industry. Numerous manufacturers of finished products, parts and raw materials co-exist here, and

because of this competitive environment, Malaysia is able to offer high quality products at competitive prices

Another product by Sharp, a vacuum cleaner

