

## EP Manufacturing Berhad (EPMB)

EP Manufacturing Berhad (EPMB) was founded by En. Hamidon Abdullah in 1986 and was listed on Bursa Malaysia in 1997. It is an automotive component manufacturing company focusing on engineering plastics and metals for its major clients Proton and Perodua as well as supplying components to Toyota and Honda in Malaysia for the use of the ASEAN market. EPMB also operates in the Middle East region by exporting components for Toyota distributors.

Strength in research and development on an ever on-going basis is an important catalyst toward EPMB's reputation within the domestic and international automotive market. It is also a prerequisite for the company's employees to be receptive towards the latest technologies and to be competent in dealing with the international market. Through strategic collaborations with some of the industry's biggest names, including world renowned automotive supplier Robert Bosch GmbH (German), Samlip Industrial Co. Ltd (Korea) and Koito Manufacturing Co. Ltd (Japan), EPMB has successfully been able to develop and produce a more complex automotive components and

systems technology with the level of quality and high standards as prescribed by the partners and a major producer of cars. Additionally, it is through this collaboration also that EPMB has successfully led and received technology from abroad, therefore totally changing its working environments according to international standards. These has allowed for the increased capabilities and expertise of the local workforce to remain competitive, more efficient and in turn, making EPMB more productive. For EPMB's Toyota businesses in the Middle East – which roughly contributes around 10% of the group's sales – EPMB has continued to supply automotive components such as *fog lamp assy*, *side step assy*, *spoilers* and *bumper assy* amongst others since the turn of the millennium.

EPMB's philosophy towards knowledge and continuous learning is never more so evident in its belief that the methods and knowledge acquired and shared in their various collaborations and business relationships serve as the bedrock of its successes. Hence, it is aware that human resources remain an important asset for any given company, and this was proved with which was proved by the group's decision to not terminate its workers during the last economic downturn but

rather it was used to improve the employees' skills. "EPMB is always concerned with the welfare of their employees so as to ensure job satisfaction and provide motivation for a brighter future and security in the company," says its CEO, En. Hamidon Abdullah.

Malaysian Industrial Development Finance Berhad (MIDF), an agency under the Ministry of International Trade and Industry (MITI) has also played a huge role in the successes of EPMB through various financing packages. MIDF's financial assistance schemes have allowed EPMB to gain additional production capacity and equipment to support the development and production of their newest models. Subsequently, EPMB's capacity has also been increased by 25% in addition to reducing their dependence on manpower by increasing its number of robotic assembly lines. These modern robotic lines – financed by MIDF – have made for EPMB to be more competitive and efficient in its production as well as gaining subsequent continuous profits and investments.

Financially, like most Malaysian companies, EPMB bore the brunt of the Asian Financial Crisis circa 1997-1999, suffering significant losses but has continued to post profitable incomes ever

since 2003 with 2011 being a landmark year, announcing record incomes of RM587million. EPMB figures to post similar numbers in 2015 - having done so in the past few years - as it seeks to further consolidate its reputation as one of the major vendors in the local automotive industry.

Starting from a small production of automotive components, EPMB has now come full circle and is more than able to compete with the biggest names in producing more complex automotive components, such as large-scale modular systems including intake air fuel module, fuel tank, corner module, parking brake assembly, duplex actuation system, rear combination lamp and head lamp; metal and suspension parts including chassis and body parts, as well as security and performance systems.

With two major plants in Glenmarie, Shah Alam and Batang Kali, Selangor respectively, as well as various subsidiaries under its wings, EPMB figures to continue its upward march in the coming years to come. "EPMB will not be at this stage without the strong support and cooperation from customers, partners, suppliers, shareholders, and financial firms. They are the ones who have made EPMB that it is today," concludes its flamboyant CEO.