

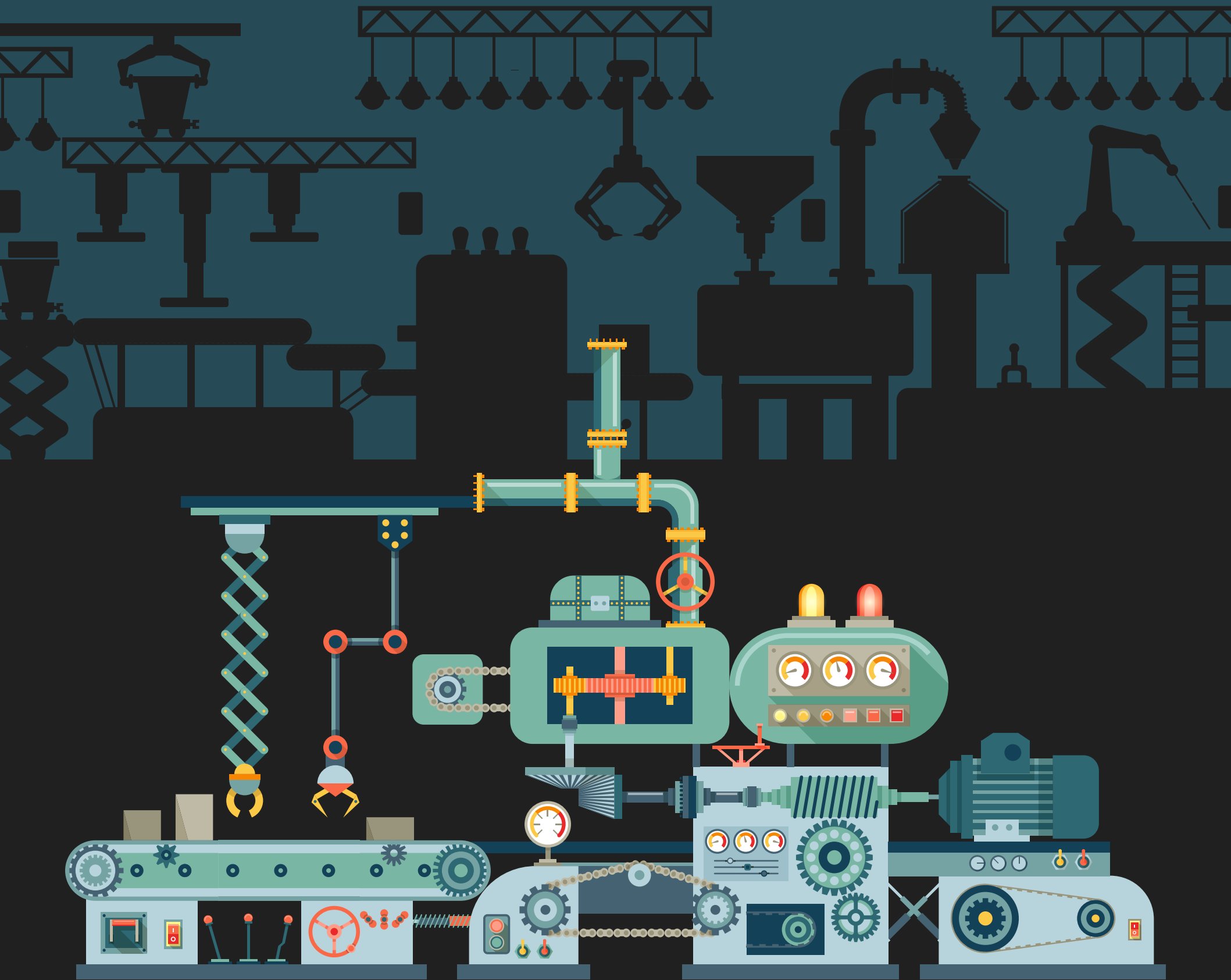
Exclusive From Malaysia

EFM

E-MAGAZINE

ADVANCING BEYOND BOUNDARIES

ISSUE #008



MACHINERY, EQUIPMENT & PARTS

ENSURING A ROBUST SUPPLY CHAIN

CEO's NOTE

Exclusive From Malaysia (EFM), is an initiative by the Malaysia External Trade Development Corporation (MATRADE) to introduce Malaysian companies to foreign importers. This e-magazine is a testament to MATRADE's dedication towards providing information on top-notch Malaysian products and services. The best that Malaysia has to offer.

The tagline, "Advancing Beyond Boundaries" reflects the zeal of Malaysian suppliers to transcend boundaries and their commitment to form a win-win partnership with potential clients.

This time, we feature 16 companies with footprints across the globe; each, prioritising innovation and sustainability as an impetus to progress. Overall, their products and services play a part in ensuring a robust supply chain, balancing flexibility and resiliency with cost-efficiency.

Be it machine vision technology; injection moulding services; diecasting; tools and machine fabrication; or robotics and automation, these one-stop companies have serviced clients, both local and foreign, for decades. Our accomplished manufacturers and comprehensive solution providers will meet your equipment, machinery and parts requirements.

We are confident this edition provides promising business opportunities, and we urge you to contact our globally competitive and renowned suppliers to elevate your business, going forward.



Mohd Mustafa Abdul Aziz
Chief Executive Officer (CEO)
Malaysia External Trade Development Corporation

EDITORIAL

Advisor

Mohd Mustafa Abdul Aziz
CEO of MATRADE

EDITORIAL COMMITTEE

Chief Editor

Aureen Jean Nonis (Datuk)

Assistant Editor

Shawn Sim Kok Aun

Editorial Member

Mohamad Ridzuan Mohamad Yusop



PUBLISHED BY

Malaysia External Trade Development Corporation (MATRADE)
Menara MATRADE, Jalan Sultan Haji Ahmad Shah,
50480 Kuala Lumpur, Malaysia
Tel: +603 6207 7077
Fax: +603 6207 7033/7037
Email: info@matrade.gov.my

In collaboration with:



www.wordlabs.com.my



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.

CREATING VALUE THROUGH PRECISION DIECASTING, ONE COMPONENT AT A TIME



Precision diecasting and machining



The go-to provider for quality aluminium diecasting services that meet clients' high standards and timetables, while delivering superb value and dependability.

A Malaysian leader since its foundation in 1996, Sena Diecasting Industries (SDI) provides one-stop solutions for all diecasting, precision machining, secondary process and surface treatment services for a wide range of aluminium and other alloy castings. For more than two decades, it has been providing top quality small to large precision components to some of the most famous brand names in the world. Services provided include:

- ▶ high-pressure diecasting;
- ▶ precision CNC machining;
- ▶ nickel, chrome, powder coating and other plating process;

- ▶ impregnation, tumbling, leak testing, post-fabrication assembly, and other types of secondary processes.

Company headquarters and the casting and machining plant are located in Nilai, Negeri Sembilan. A second production facility, housing plating operations, is in Sungai Buloh, Selangor. Both sites embrace advanced lean manufacturing best practices, stringent quality control standards and 5S management systems to ensure clean, efficient, safe and dependable production.

BROAD INDUSTRY PENETRATION, GLOBAL MARKET REACH, UNIQUE PRODUCT ATTRIBUTES

SDI produces wide-ranging and remarkable products for various industries including consumer electronics, automotive and motorcycle parts, telecommunications, medical devices, oil & gas and lighting assemblies.

In addition to its local leadership as a one-stop location for manufactured diecast products in Malaysia, SDI also exports to China, France, Germany, India, Japan, Mexico, the Netherlands, Singapore, Thailand, the United Kingdom, the USA, and others. With diversity as a core company value, SDI embraces differences in culture, viewpoints and ideas as the basis for communication and workforce collaboration with a worldwide clientele.

Internationally, SDI products stand out from competitors' offerings due to their impeccable fit with industry requirements and quality attributes,

largely as a result of the company's unique customer-centric approach to innovation. The Engineering team incorporates client input and drawings within the design and simulation of casting processes to meet industry specifications and optimise both yield and quality.

At SDI, consumer demand is the driving force for the manufacturing industry and the company works hand in hand with its stakeholders to deliver the products that best meet their needs and preferences. Complex high-pressure diecasting automotive products, for instance, are built to comply with most stringent standards for quality and consistency. Motorcycle parts also catch the eye with high aesthetic quality. Diecast industrial lighting, furniture and fixtures are designed with pressure-tight dimensions and structural requirements in mind.

THE LATEST IN MANUFACTURING TECHNOLOGY

Consumer demand changes rapidly in this field and SDI is at the forefront of adopting new manufacturing technologies to cater to emerging demands. SOLIDWORKS advanced tooling and software systems provide greater accuracy to achieve tighter tolerances and less scrap. Vacuum diecasting technologies are used to improve density and mechanical properties, particularly tensile strength and ductility. Casting X-ray inspection is used to identify voids and porosity, reducing internal stress fractures.

The production plant in Nilai has been upgraded with fully automated robotic high-pressure diecasting and deburring processes which allow for greater quality consistency, reduced labour costs and increased productivity. A new 1000 Ton diecasting machine will be operational by Q1, 2021. And magnesium casting capabilities will also come onstream in 2021, as well.

ONE-STOP CONVENIENCE AND SERVICE QUALITY

SDI has been recognised again and again by customers worldwide for its high quality, best-in-class products and top-flight services. In addition to premium high-pressure diecasting, CNC and conventional machining, a full range of chrome plating, powder coating and other surface finishing services are provided. Chromium plating on both ferrous and non-ferrous products, as well as nickel, zinc, silver gold and hard chrome plating is available.



CERTIFICATIONS

- ▶ ISO 9001:2015
- ▶ IATF 16949:2016



SENA GROUP
SINCE 1988

SENA DIECASTING INDUSTRIES SDN BHD

Lot 131, Jalan Permata 2, Kawasan Perindustrian Arab Malaysian, 71800 Nilai, Negeri Sembilan, Malaysia

Tel: +606-7971 410 / +6012-4700 286
Fax: +606-7971 416
Email: enquiry@senadiecasting.com.my / kc.yeoh@senadiecasting.com.my
Contact: Mr Yeoh Kheng-Chooi
Website: www.senadiecasting.com.my

CHOOSE MALAYSIA

Your Preferred Sourcing Partner
for Quality Products & Services

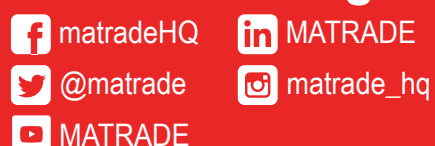
Contact MATRADE to find the ideal Malaysian supplier
to suit your needs.

TRADE ADVISORY | TRADE EVENTS | MARKET INTELLIGENCE | INTERNATIONAL
SOURCING PROGRAMME | EXPORT ACCELERATION MISSION



Malaysia External Trade
Development Corporation

#ChooseMalaysia
www.matrade.gov.my



For inquiries, please contact:

Malaysia External Trade Development Corporation
Menara MATRADE, Jalan Sultan Haji Ahmad Shah
50480 Kuala Lumpur, MALAYSIA.
Tel : +603 6207 7077
Fax : +603 6203 7037
Email : info@matrade.gov.my