

# Pelangi plans publishing house in Singapore

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SENAI: Pelangi Publishing Group Bhd wants to further strengthen its position in the region by setting up a publishing house in Singapore in the current financial year to produce English language books.

Executive chairman and managing director Samuel Sum Kown Cheek said Singapore was the obvious choice due to its worldwide recognition in promoting and championing the usage of English language among its citizens.

He said Singapore was also fast becoming the global city with many citizens, expatriates and professionals from all over the world calling the city state their home.


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"Our international buyers will not question the credibility of the English language books published in Singapore as opposed to those published in other Asian countries," Sum told StarBizWeek after the company AGM yesterday.

He said Singapore would also serve as a platform for the company to promote its English language books to schools in Indonesia.

Sum said Singapore remained a popular choice among rich Indonesians to send their children to primary and secondary schools, junior colleges and universities due to the medium of instruction.

He said apart from Indonesians, there were also many students from mainland China and Malaysia, especially from Johor Baru, attending schools in Singapore.

Sum said there were three types of schools in Indonesia public schools which used Bahasa Indonesia as the medium of instruction, national-type schools with a mix of Bahasa Indonesia and English, and international schools to cater for expatriates' children there.

"We are targeting the national-type and international schools there to market our English language school books," he said.

Separately, he said the company would invest RM3mil to build a bigger printing factory with a 40,000-sq-ft built up area in Mukim Plentong, Johor Baru.

Sum said the company had called for tenders for the project and construction was likely to start this year, with expected completion in the first quarter of 2012.

"The larger capacity will allow us to gain economies of scale. We are also targeting to do contract printing for other Singapore-based publishers at our Plentong plant," he said.

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