Pelangi plans publishing house in Singapore

BY ZAZALI MUSA







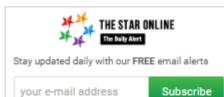












By clicking on the Subscribe button, it is deemed that you consent to our terms.

View Sample







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.

Latest News

KLCI up 1.6 points at midday

Google Ventures CEO Bill Maris quits: Recode

Singapore cuts 2016 forecast as world economy slows

Malaysia, China investors should explore opportunities in China's medical gloves industry

June IPI advances 5.3%

Follow StarBiz





Most Viewed

Options for first time house buyers

William Hill turne down Quak's offer

"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.

PPG: [Stock Watch] [News]

HSS Engineers' strong debut

HSR likely to be reality after over two decades, says JP Morgan

Six tips to avoid the Pokemon Go data apocalypse

Government explains rationale of award to Tadmax

RAM: Pokemon Go catalyst for mobile data consumption
92% of Malaysians worry over retirement funds, says BNM

Over 120,000 EPF members sign up for Simpanan Shariah

Petronas begins offering Euro 5-compliant fuel in the Klang Valley

Market Summary

Updated: 11 Aug 2016 | 12:50 PM Quotes are delayed by at least 15 mins

