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Pelangi positive on Thailand, Indonesia

BY ZAZALI MUSA



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Indonesians and
Thais read books
of a wider range
of subjects unlike
Malaysians

PELANGI PUBLISHING GROUP BHD MD
SAMUEL SUM KOWN CHEEK



AD FRAUD
UNCOVERING THE
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SENAI: Pelangi Publishing Group Bhd sees good growth prospects in Indonesia and Thailand as people in the two countries are avid book readers.

Executive chairman and group managing director Samuel Sum Kown Cheek said another major factor that would contribute to growth were the large domestic markets there. He said Indonesia, with a population of 240 million and Thailand with 70 million people offered ready markets for many publication companies.

"Indonesians and Thais read books of a wider range of subjects unlike Malaysians who only go for examination and revision books," Sum told StarBiz after the company AGM on Friday.

Sum said another advantage having operations in the two countries was that a majority books for the Indonesian and Thailand markets were published in Bahasa Indonesia and Thai.

On related matter, he said the company wanted to further strengthen its position in the region with the setting up of a publishing house in Singapore. Sum said Pelangi Publishing Singapore Pte Ltd would produce English language books for regional markets such as Cambodia, China, India and Myanmar.

"Singapore is the best choice as our international buyers will not question the credibility of English language books published in the republic," he said.

Sum said this was due to the worldwide recognition of Singapore in promoting and championing the usage of English language among its citizens.

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