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PM opens Samsung Electronic Complex

KUALA LUMPUR, Mon. - Prime Minister Datuk Seri Dr Mahathir Mohamad yesterday officially opened the Samsung Electronic Seremban Complex which houses three of Samsung Electronics Group's subsidiaries.

Spanning over 52 hectares at the Senawang Industrial Area, the Samsung Complex comprises three integrated manufacturing facilities: Samsung Electron Devices (M) Sdn Bhd, Samsung Corning (M) Sdn Bhd and Samsung Electronics Display (M) Sdn Bhd.

The president and chief executive officer of Samsung Electronics Group, Yun Jong Yong, said Samsung's investment in Malaysia which had exceeded RM2.1 billion over the past five years accounted for 60 per cent of the total South Korean investments in Malaysia.

"Investments in the Complex are expected to increase by another RM727.5 million by the year 2000," he said adding that expansion plans included the building of a new training centre, two additional blocks of dormitories, introduction of new fully automated machinery and expansion of more production lines for Samsung Electronics Display (M) Sdn Bhd.

He said 81 per cent of materials and components used in products currently manufactured at the Samsung Electronics Complex were sourced locally.

"We hope to increase the local content to 85 per cent through effective vendor development programmes," he added.

Yun said for 1996, the Complex recorded a turnover of RM2.1 billion projecting a RM3.25 billion turnover by the end of this year.

On the performance of the manufacturing facilities, Samsung Electron Devices (M) Sdn Bhd had reported five per cent market share of the colour picture tube market world wide, while Samsung Corning (M) Sdn Bhd chalked up a turnover of RM225 million in 1996 for glass panels and funnels.

"With potential for expansion, Samsung Electronics Display (M) Sdn Bhd has continued to escalate production of its international award-winning Samsung SyncMaster colour monitors from 51,000 units in 1995 to 1.12 million last year," added Yun.

Approximately 99 per cent of the manufactured products are exported to South Korea, United States, Europe and South Asian countries.

Apart from the three manufacturing facilities, said Jung, the Complex also housed a RM5 million in-house TV Broadcasting Centre and a RM24 million four-block Samsung dormitory for the benefit of employees.

Yun added that the Samsung Group of Companies in Malaysia comprises 10 companies involved in activities ranging from manufacturing, marketing and sales, engineering and construction.

Samsung's engineering and construction division was recently involved in the construction of the KLCC's Petronas Twin Towers.

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