

THE DOVECHEM GROUP

One Stop Chemical Solutions Provider

Embraces with over 46 years of industrial experiences, the Dovechem Group will continue to contribute positively to the industry and poised to soar even higher and excel further in its quest to achieve greater heights. In fact, the group has been growing in tandem with the growth of the countries where it operates such as Malaysia, Singapore, Indonesia, Vietnam and China.

The group has four divisions of chemical businesses, ranging from Distribution, Manufacturing, Bulking Terminal and Logistics. As such, it forms a complete value chemical chain that offers the industry all the chemical needs. Dovechem started as a modest company in 1960 and has today developed into one of the region's premier specialists in the industry. Since its inception, Dovechem has undertaken numerous demanding and significant projects awarded solely on its own capabilities, at the same time playing a very active role in the nation's development.

"Our excellent track record, which is second to none, has certainly fashioned us into an image of reliability and capability," said Dovechem Group Managing Director and Chief Executive Officer, Dato' Andrew I P Ng, adding that Dovechem has the cutting edge by providing a complete range of chemical products and related services in the value chain.

"We have experienced personnel to operate the existing facilities and we strongly believe in good quality of service and would ardently protect our reputation since our establishment. In fact, this is our *raison d'être* that we add value to our suppliers and customers alike in building their business volume, network and achievement. We are proud to create value to the industries and it is proven that we are the preferred distributor."

Dovechem's core business is distributing industrial solvent. This activity is strongly supported by auxiliary activities crucial to the group's distribution business which lies in its logistics capabilities in chemical storage, accessible distribution point and own fleet of transportation. "Such integrated services are what we call a 'One Stop Chemical Solutions Provider' and Dovechem will continue to strengthen this area to boost the group to a new level of competence," he said in an interview with Malaysia Progress.

Dato' Ng believes that by further establishing the supply chain network in providing value added services to all players in the chain, the group will be able to facilitate an important role between the producers and the end-users in terms of economics and efficiencies.

Dovechem's state-of-the-art facilities



Dato' Andrew I P Ng, Group MD and CEO

Expansion Programmes

"We therefore require good infrastructure and network to enhance our position and support to reach the associates more effectively. Though the group has established well in the chemical distribution business, we still need to build more branches or locations which are accessible to customers in order to minimise their business disruption. Hence, we also need to expand our complementary services and facilities, in the area of storage terminals and transportation in the Asia Pacific region for internal and external consumption."

"We believe wherever one move to new markets, there would be opportunities and threats. We see the AFTA and China's entry into WTO as a great opportunity. This will open up a bigger market for us instead, because at the end of the day, China is still a huge market. Not only that we sell in China, but we also purchase from China, since there are lots of big manufacturers there. In the long run, what we feel is that China market is not where trade ventures stop but rather we would look for more developments by exploring opportunities in India, the Middle East and the EU," he elaborated.

As the man at the helm, Dato' Ng is confident of securing more prime projects regionally as they have already entered the big league to remain competitive. Coupled with a vast experience in the industry, he believes in seizing the right opportunity that comes along and making meticulous planning in steering the group to growth expansion and success.

"With a strong track record and solid reputation as a company that delivers, we were able to withstand the global economic uncertainties and pledged our commitments to our customers as promised. In fact, even though we were just a small set-up initially, throughout



the past four decades, we managed to emerge even stronger to take on bigger projects. Our achievements come from a thorough understanding of the industry, our tested experience in the field, dedication to deadlines and unstinting commitment to quality service.

"The years of experience in the business have given us a good grasp of the market behaviour in our industry in terms of the overall market development, demand and supply of the products, cost effectiveness, and other factors. We have to stay focus and know our roles and responsibilities in the industry. In a cyclical market such as ours, it pays to be vigilant and having a foresight in future developments is a must. That is why we are upgrading our IT system and consolidate our strength in all areas in order to catch up with the changing environment, as well as for further growth and expansion," he added.

For that purpose, Dovechem will maintain its mission of 'Caring for All', to ensure that the interest of all parties are being considered and taken into account before every single deal is being carried out. "In view of this, we will also continue to upgrade and improve ourselves in terms of knowledge, infrastructure and IT to keep abreast with the industry changes.

"Leveraging on our solid business experiences, the pervasiveness of IT and a motivated human capital we are able to be competitive by being more efficient to produce better quality, better customer service, strong partnership to add value in the process and these would further establish our platform in the region.

"When we talk about further growth and expansion, it is also about the "man-behind-the-gun" concept. To this end, we take extra care in our human capital function where our staff is constantly groomed for higher achievement," he said.

State-of-the-art Facilities

In line with its 'One-Stop' solutions provider for the chemical industry, the group has to be adaptable and service both the SMEs and the MNCs as well. "We have captured approximately 40% market share in the solvent industry and we aim to maintain this position on best endeavour basis. As for the manufacturing division, we will ensure that our facilities will always manufacture quality products, like chemical resins, steel drums and aerosol paint. We will also maintain the same work ethos for our storage terminal and logistics divisions where our chief emphasis is to enhance our capacity with consistent quality control.

"We may also look at products with environmental care in mind where we identify as an area of concern in the future. We do benchmark on certain standards and regulation stringently. We want to tell everyone that Dovechem is a responsible corporate citizen and responsible market player," he said.

Dato' Ng further added: "We want to explore into assisting our customers in managing their inventory level as an innovative idea. This is to facilitate long range planning and such service will benefit all especially when we are all linked up in the supply chain. In short, we value our employees, our suppliers, and our customers. We create value through our offers, in terms of our products and services.

"In our client relationship we are focusing on the benefits we can offer to our clients in terms of differentiation by incorporating new technologies and innovation in our work; cost-effectiveness - offering a project budget that benefits both the company and client; and quick response time - providing the best possible services in the shortest time possible."

As Dovechem grew itself into a regional player, the group is subject to global competition as well as various constraints that are

pertinent to every country that it operates in. "In these countries, the chemical industry is one of the major industries and contributes significantly towards the economic growth of the countries. In general, the relevant authorities offer good packages and programmes to ensure the success of the industry," he said.

Moving Forward

"Moving forward, we are confident of being able to sustain growth and achieve our targets. The group is transforming into a service company instead of a trading company. We have established a system to add value in every aspect of business in the chemical industry. We don't just do trading, but would provide services to value add the buying and selling process and be a part of the value chain enhancer.

"We will continue to stay focus in our core business and develop a good mixture of products and services stemming from our regional presence. We believe if we stay focus, we are confident to achieve double digit growth in the coming years. Our aim is that we want to be the preferred business ally to all key players in the supply chain and we aspires to achieve it through our philosophy - To ensure everyone enjoys doing business with us," Dato' Ng said.

Dovechem has indeed gone through hard times vis-a-vis excellent achievements in the chemical industry. "We are committed to continually improving our ability to be at the forefront of the industry, as envisaged by the technical excellence of our team of highly trained and qualified professionals. Building on our tradition of dynamism and drive, this achievement will surely inspire Dovechem to soar higher on the road of national and regional progress, as dictated by our vision and mission."

MISSION STATEMENT

Driving the group into the future challenges is the **C.A.R.E. Mission Statement**, which stands for:

CUSTOMER FOCUS

We create lasting value for our customers by delivering quality products and excellent services in a win-win situation. We value customer satisfaction and nurture long-term customer relationships.

ADMIRABLE POSITION AND CORPORATE CITIZEN

We position our organisation to grow through its infrastructure, network, services, and reputation. At the same time, we commit to be a good corporate citizen by acting responsibly towards our environment and living in harmony with our society.

RESPONSIBILITY TO STAKEHOLDERS

We protect and increase our stakeholder values and provide favourable returns.

EMPLOYEE EXCELLENCE

We groom our employees to be part of the productive corporate family by enhancing their professional development, conducive working environment and good welfare programme.

VALUES AND PRINCIPLES

We believe in effectiveness and efficiency in carrying out our daily operation.

We believe in offering a wide range of quality products and excellent services to cater to different needs.

We believe in well-trained and professional workforce to work for the stakeholders.

We believe in state-of-the-art facilities and system to generate quality products and services.