

KAWA MACHINE TOOLS

Precision Engineering at its Core

Incorporated in 1993, Kawa Machine Tools Sdn Bhd has become a globally reputed Malaysia-based company, engaging in the manufacturing and exporting of all types of machine tools, precision machine tools, precision machine parts, tools and dies, fabrication of various types of applicators and any related engineering industries. Kawa Machine Tools also supplies high-precision Digital Fully and Semi-Automatic Terminal Crimping Machine, Wire Processor Machine, Pull Tester Machine, Splicing Machine and other Wire Harness Machines and Accessories which are widely used in Automotive, Electronics and Electrical Wire Harnessing Industries.

"Our commitment to providing the best quality products at the most competitive prices have earned us the goodwill of our esteemed clientele spread across the world. We have secured a group of highly reputable clients in Malaysia as well as overseas namely Singapore, Indonesia, Thailand, Australia, USA, Mexico, Canada, Europe and India," according to Mr. Ooi Beng Chong, the Managing Director of Kawa Machine Tools.

"Every growing business faces a wide array of challenges in the global market. As

a business grows, it encounters different sets of challenges and opportunities that demand different solutions each time – what worked great a year ago may not be the best approach now. So, recognising and overcoming the common pitfalls associated with growth is essential if your business is to continue to thrive. As part of our business strategy, Kawa Machine Tools will continue to explore and pursue new innovative solutions to serve our valued customers in a cost-efficient manner to enable them to have the extra competitive edge in this very challenging global economic environment," Ooi continued.

According to Ooi, Kawa Machine Tools always think like an exporter, adopting a global mindset and studying its target markets by visiting them as well as attending trade shows provided by MATRADE. Kawa Machine Tools has been participating regularly in the Trade Exhibitions organised by MATRADE. Kawa Machine Tools successfully secured its first export order in a Trade Fair invited by MATRADE held in Indonesia. Since then Kawa Machine Tools have been receiving many accolades such as credible testimonials and awards from its overseas customers.

Kawa Machine Tools believes that exporting activities drive its competitiveness and high productivity. In order to sustain a successful long-term relationship with its local and international customers, Kawa Machine Tools emphasises on the priority to be more focused, resilient, and competitive in the global market. "We place a high priority on providing outstanding products and delivering an unsurpassed level of service to all of our customers. Our products are part of our customers' success stories. We continue to step up



► Mr. Ooi Beng Chong, the Managing Director of Kawa Machine Tools Sdn Bhd

our R&D efforts to innovate a much higher quality commercialised technology or applications so that our customers can stay ahead of their competitors with their exceptionally high-value products and services," said Ooi.

Kawa Machine Tools updates its business plan regularly to keep pace with the market trend. It provides regular training to further develop and enhance its employees' skills, knowledge and expertise with the latest technologies.

Additionally, Kawa Machine Tools practises a disciplined approach that focusses on leading the employees, developing its management team and strengthening its business strategies in meeting the demands internationally. Kawa Machine Tools Sdn Bhd's philosophy of providing superior quality products at competitive prices and prompt delivery has earned itself a reputable track record among customers in many related fields.

"The Government of Malaysia strongly supports SMEs and Industries by offering grants, funds and schemes. With the government's conviction and continuous support in providing a platform for promotional activities in disseminating information on international markets, business matching and market immersion, we believe that our company is able to grow rapidly and penetrate into more new international markets," Ooi ended. 



► Kawa Machine Tools located in Mak Mandin Industrial Park, Butterworth, Penang, Malaysia