



**PRESS RELEASE
FOR IMMEDIATE RELEASE**

**LED/SSL COMPANIES TO GENERATE UP TO RM100 MILLION SALES FOR THE
COUNTRY**

[Jitra, 18 March 2015] Malaysian SME's are well on the way to achieving the nation's targeted revenue goals in the Light Emitting Diode (LED)/Solid State Lighting (SSL) sectors of the economy, Dato' Sri Mustapa Mohamed said today.

The International Trade and Industry Minister stated that efforts of MITI and, in particular, the SMECorp, have been assisting with the growth and development of the Malaysian LED lighting manufacturing and supplier market.

"Our objective is to grow Malaysia's LED industry to support the domestic, as well as the ASEAN and global markets," he said.

Dato' Sri Mustapa made the comments after visiting Primelux Energy Sdn. Bhd., a home-grown Small and Medium Enterprise (SME) in producing Light Emitting Diode (LED) / Solid State Lighting (SSL). The visit, part of his official programme at the LIMA Langkawi 2015, was aimed at witnessing first-hand the effectiveness of the plan by MITI and SMECorp. to create at least five world-class, home-grown LED companies by the year 2020.

The growth of the Malaysian LED sector is supported by two of the most robust Government programmes – the Economic Transformation Programme (ETP), under which the Electronics & Electricals Sector is one of the 131 Entry Point Projects (EPP) identified in the National Key Economic Areas (NKEA) – and The National Green Technology Policy, which aims to move the country towards a low carbon economy with sustainable development.

In 2014, sales performance from LED/SSL participating companies increased by 25.7% from RM70 million in 2013 to RM88 million. This year, the Government is looking at sales revenue of up to RM100 million to be generated by the Malaysian home-grown LED/SSL companies.

Dato' Sri Mustapa said that SME Corp, is optimistic that the target will be achieved.

Primelux Energy Sdn Bhd (PESB), a local lighting solution provider, is one of SMECorp's success stories. PESB, established in 1997, provides solutions in the most advanced and effective lighting technology that complies with local government

specifications. It serves several major clients, including numerous government departments, local town councils and Tenaga Nasional Berhad.

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About SME Corporation Malaysia

SME Corp. Malaysia is a Central Coordinating Agency that formulates overall policies and strategies for SMEs and coordinates the implementation of SME Development Programmes across all related Ministries and Agencies. It acts as the central point of reference for research and data dissemination on SMEs, as well as, provides advisory services for SMEs in Malaysia.

SME Corp. Malaysia also assumes the role of the Secretariat to the National SME Development Council (NSDC) which is chaired by YAB Prime Minister of Malaysia