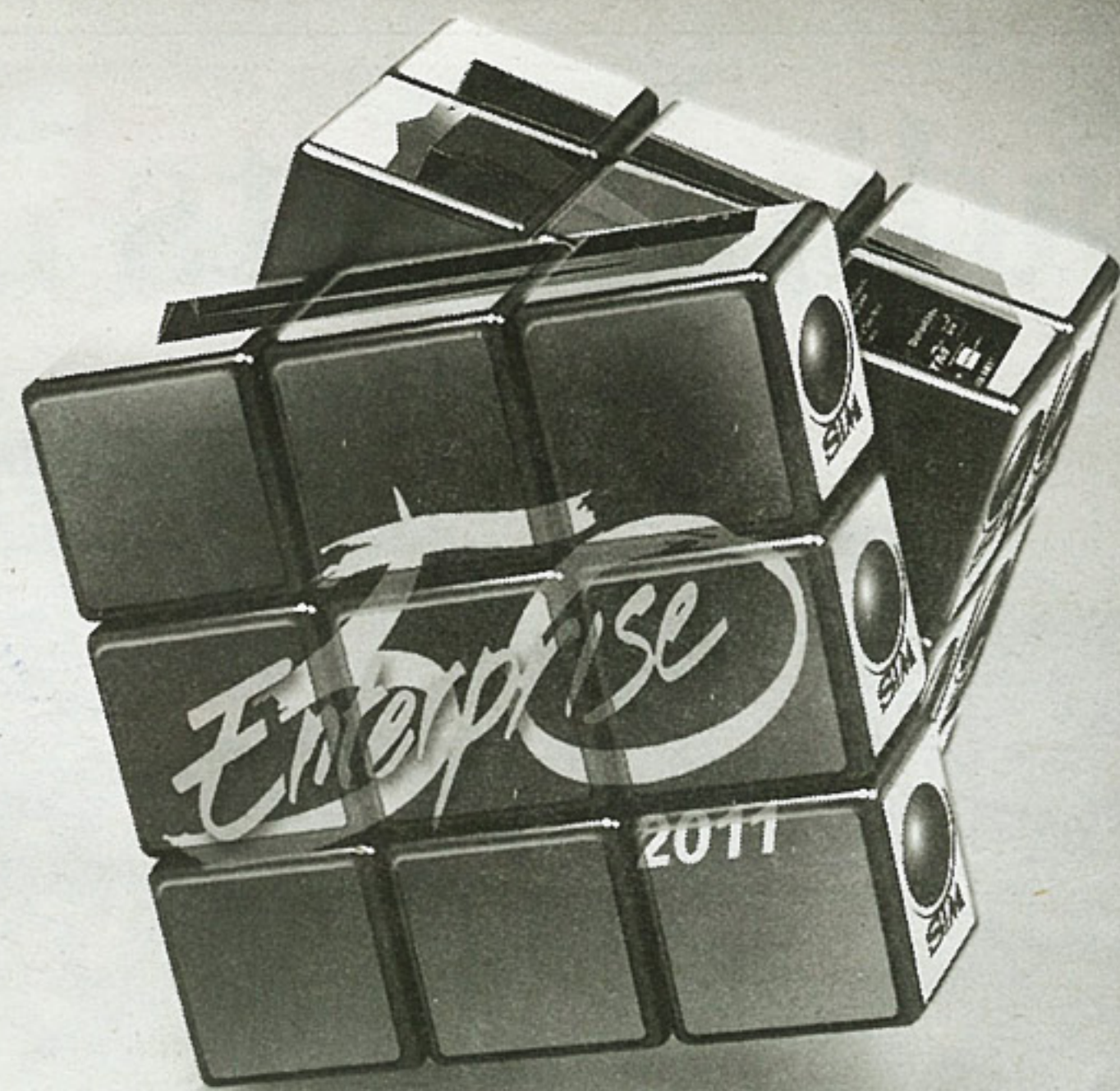




# THANK YOU

## To all our customers, media partners, & suppliers

for helping us in winning the prestigious Enterprise 50 Awards 2011



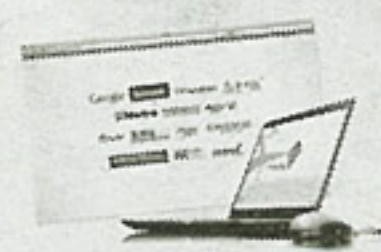
We use our creativity to determine the right messages and use the most effective channels to deliver them



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# SYM World can count on its people skills

For marketing communications firm SYM World Innovation Sdn Bhd (SWI), people are the fuel that sustains the company.

For group executive chairman Tan Kin Lee, his top priority is to ensure that the company reaches its peak "safely".

"Leading a company is like driving a car. High speed is good but it is not the only measurement — reaching the destination safely is also important."

"I feel responsible to my customers, employees, shareholders and business partners," says Tan on whether the company will maintain its high growth.

SWI and its subsidiaries are involved in marketing communications. Services offered include creative and multimedia design, pro-

duction, media planning, media buying, Internet and digital advertising as well as technology innovation for marketing communications.

The company commenced operations in 2008 and was granted Multimedia Super Corridor (MSC) status a year later.

To further expand its business, SWI acquired Sym World Sdn Bhd (SW), a successful media agency, in 2009.

SWI recently made its presence felt online and in digital marketing with the establishment of Sym World Digital Sdn Bhd.

SWI has charted an impressive growth over the past years. Its revenue has grown 56 per cent from RM14 million in March 2009 to RM21.9 million in March 2010. Its



SYM World has a team of dedicated staff who is prepared to go the extra mile for its clients.

revenue grew by a further 77 per cent to RM38.8 million for the year ended March 2011.

The firm has recorded a healthy profit growth over the years.

"We have been very fortunate as we have many customers who are supportive of us."

"We have customers who have been with us since our inception in 2002, and we are proud to see that they have excelled in their respective businesses."

Tan says the company's media partners have also been extremely supportive and cooperative, besides being always open to new ideas and proposals by SWI.

People are important for SWI, says Tan.

"Our dedicated staff is always prepared to go the extra mile to help our clients."

In this highly competitive industry, the company can be proud of its low staff turnover. This, says Tan, has allowed SWI to train and forge a better team.

"What we hope to build is a capable, professional, reliable, profitable and sustainable company for the shareholders and our employees."

"We are also taking initiatives to continually improve ourselves with new technology and knowledge, so

that we can serve our customers better and continue to grow."

For Tan, SWI is still very small compared with the multinational players in the industry. Therefore, there is a lot of room for the company to grow.

"The business is competitive but I believe that there are always opportunities for those who are ready and capable. We are confident that we will continue to see healthy growth."

SWI has customers in various fields, including telcos, government agencies, entertainment industries, real estate developers, pharmaceutical firms and retailers.