



## PRESS RELEASE

### **MALAYSIAN INTERIOR INDUSTRY PARTNERS (MIIP) ELECTS NEW EXCO FOR 2021–2023**

KUALA LUMPUR (11 JUNE 2021) – During the 11<sup>th</sup> Annual General Meeting (AGM) held recently by the Malaysian Interior Industry Partners Association (MIIP), members of the association elected the new Executive Committee Board (EXCO), which will serve for a two-year term from 2021 to 2023.

The newly elected President, Mr. Tong Shew Long, will helm the association with immediate effect. Following his appointment, Tong says, “It is indeed an honour to be able to contribute to the industry through MIIP. With the pandemic affecting the industry, MIIP EXCO will work with our members to navigate through these uncertain times and continue to enhance the good reputation of MIIP while serving as an advocate for the voice of our business community. We will be enhancing our communications and industry engagement efforts to provide exposure for our members through various platforms that include the MIIP magazine, press interactions, dialogues and other publicity initiatives.”

“I look forward to interacting and working closely with our members to carve out strategies and action plans that can help us drive our businesses forward amidst challenges. At MIIP, we also want to continue to provide an avenue for our members to grow their professional circle and leverage on the opportunities in the market through digital capabilities. In doing so, MIIP aims to harmonise people, technology, and business processes to support and act as a catalyst in the digital transformation of our industry,” he added.

Tong holds a Master of Science in Strategic Business and Information Systems from the University of Hertfordshire, United Kingdom. His experience spans 30 years in various public-listed companies in leadership roles, championing the development and implementation of strategic plans across stock broking, home appliance distribution, manufacturing, retails, and interior design. Currently, he is Chief Operating Officer of A&A Concept Design & Contract Sdn Bhd.

Tong has been involved with MIIP for several years and has served the association in various capacities. In his role as President of the association for the next two years, he will be leading the development, betterment and continued growth of MIIP and its industry partners.



The new line-up of **MIIP Exco Members** is as follows:

<b><u>Name</u></b>	<b><u>Position</u></b>	<b><u>Company</u></b>
Mr. Tong Shew Long	President	A&A Concept Design & Contract Sdn Bhd
Mr. Herbert Koh	Vice president	Artmatrix Technology Sdn Bhd
Mr. Tony Leong	Honorary Secretary	Sunray Construction & Interior Sdn Bhd
Ms. Brenda Wang	Honorary Treasurer	Hal Empire Sdn Bhd
Ms. Janet Lee	Executive Committee	Jalex Sdn Bhd
Mr. Elvin Tay	Executive Committee	Armarior Sdn Bhd
Mr. Jason Tan Chwee Keat	Executive Committee	Inovar Resources Sdn Bhd
Mr. Justin Cheong	Executive Committee	Waltex Corporation (M) Sdn Bhd
Mr. Shane Mun	Executive Committee	Big Bath Sdn Bhd
Ms. Bella Chong Siew Fah	Executive Committee	Space Products Sdn Bhd
Mr. Tan Guan Han	Executive Committee	Sonicon Construction Sdn Bhd
Mr. U Mun Liang	Immediate Past President	Can-I Interior Fit-Out Sdn Bhd

*For more information on MIIP, please contact Ms.Jia Hui at 603-23035912 or email [jiahui@miip.com.my](mailto:jiahui@miip.com.my). For enquiries in regards to membership and partnerships with MIIP, please contact our Secretariat at 603-23035912 or [admin@miip.com.my](mailto:admin@miip.com.my).*

Thank you.

For and on behalf of

**MALAYSIAN INTERIOR INDUSTRY PARTNERS ASSOCIATION**

#### **About Malaysian Interior Industry Partners Association**

The Association represents a group of Malaysian suppliers, manufacturers, fit-out contractors and industry-led service providers that are relevant to the interior design businesses and industry. The main objective is to advance the interior builders and material suppliers' industry by being the source of reference for good standards and quality, keeping up with the latest advances in the trends and updates that impacts the industry, encouraging continual education, exchange programs, mentorship and collaborations with other local and global associations and organizations, being the bridge and voice for its members to the public and authorities and promoting welfare and build camaraderie among members for business sustainability.