

SRIT MANAGEMENT TEAM

Headed by Mr. Low Kian Beng (Managing Director) and the Executive Committee, consisting of Mr. Loh Moi Sung (Exco Chairman), Mr. Low Kian Beng and Mr. Aloysius Chan (Director), together with Mr. Fong Seok Phoy (Commercial Head) and the Operation Management Team. The Operation Management Team members are as follows:

Loh Pit Fong

Director (Finance & HR), Sunrich Integrated Group of Companies

Ms. Loh is responsible for the overall administration, accounting and financial management of Sunrich Integrated Sdn Bhd and its subsidiaries (Sunrich Integrated Group of Companies). Ms. Loh joined the Group since 2007 and was involved in the restructuring of Sunrich Integrated Sdn Bhd and the acquisition of Sunrich Integrated Group of Companies.

Chin Hon Meng

General Manager (Manufacturing), Sunrich Integrated Group of Companies

Mr. Chin is the General Manager, Manufacturing of Sun Rubber Industry Sdn Bhd, Saiko Rubber (M) Sdn Bhd and Sun Tyre Industries Sdn Bhd. Mr. Chin joined Sun Rubber Industry Sdn Bhd as the General Manager of manufacturing in 2001 and is responsible for organising, planning and overseeing the manufacturing operations.

He is also responsible for the quality management system and heads the R&D department which is instrumental to the continuous improvement of products of Sunrich Integrated Group of Companies.

He holds a Master of Business Administration from Universiti Malaya, a Bachelor of Science majoring in Chemistry from Universiti Sains Malaysia and a Diploma in Rubber Technology from the Plastics and Rubber Institute of Malaysia.

Lau Chee Boon

General Manager (Sales & Marketing), Sunrich Integrated Group of Companies

Mr. Lau is the General Manager, Sales & Marketing of Sun Rubber Industry Sdn Bhd and Saiko Rubber (M) Sdn Bhd. His main responsibilities include organising and planning the sales strategies and annual sales budget as well as monitoring the overall sales and marketing performance.

Mr. Lau has been with Sunrich Integrated Group of Companies for more than 20 years. He holds a Master of Business Administration from the University of Hull, a Diploma in Personnel Management from the Malaysian Institute of Human Resources Management, and a Certificate in Materials Technology from the Tunku Abdul Rahman College.



- From left to right:
- Technical rubber compounding operations.
 - Sheography inspection in the tyre retreading process.
 - Specialty rubber compounding operations.