



Hello

NIPSEA GROUP

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Welcome Note

We are excited to present the fifth edition of the NIPSEA Group newsletter, showcasing the inspiring stories and initiatives from our diverse markets across the region. The NIPSEA Group newsletter delves into the latest updates from our People, Culture & Community, Diversity & Inclusion, Business, Group Marketing, Project References, Technology & Innovation, and ESG & Sustainability pillars, highlighting the remarkable contributions made by our employees towards creating a brighter future.

From celebrating our cultural diversity to driving sustainable practices and innovation, our local teams have been making meaningful impacts in their communities and beyond. We are proud to share their stories and insights with you, as we continue to foster a culture of collaboration, learning, and excellence at NIPSEA Group.

We hope you enjoy reading this edition and are inspired by the remarkable work of our colleagues. Thank you for your continued support, and we look forward to sharing more updates with you in the future.





CELEBRATING THE ACHIEVEMENTS OF RETIRING COLLEAGUES AT NIPPON PAINT THAILAND

At NIPSEA Group, we are strong advocates of fostering strong workplace relationships to create a positive and supportive environment for all our employees. Celebrating and appreciating our employees, including those who are retiring, is a meaningful way to build strong bonds and reinforce our company values.

The Nippon Paint Thailand's team exemplifies this ethos. During the New Year gift exchange party, the team took the opportunity to honour and extend congratulations to their retiring colleagues.



ENHANCING WORKPLACE EXPERIENCE THROUGH BIRTHDAY CELEBRATION TRADITION: NIPPON PAINT MALAYSIA'S HR DEPARTMENT

As we navigate the challenges of a modern workplace, it is important to make time to develop personal connections and build a close-knit work relationship with our colleagues. A small gesture can go a long way in inculcating a more fulfilling career experience.

It is a tradition in Nippon Paint Malaysia's HR team to organise a small departmental gathering to celebrate team member's birthday over some treats, filled with fun poses and lots of laughter. We look forward to commemorating even more meaningful anniversaries with you!





FILLI BOYA'S COMMITMENT: AIDING EARTHQUAKE VICTIMS AND REBUILDING HOPE

Since the onset of the earthquake disaster, Filli Boya has remained committed to providing humanitarian and material aid to those affected in the region.

Contributions include thermal insulation material, humanitarian aid worth 10,000,000 Turkish Lira, and a cash donation of 10,250,000 Turkish Lira to The Disaster and Emergency Management Authority (AFAD) in the Türkiye One Heart campaign.

Together, we strive to bring hope and comfort to the disaster zone, working towards healing as a united community.



XR PAINTER TRAINING: TRANSFORMING PAINTERS INTO HI-TECH PROFESSIONALS

Nippon Paint India believes in the transformative power of upskilling to elevate the expertise of painters. Through the XR PAINTER TRAINING, Nippon Paint India has empowered stakeholders in the Tamil Nadu and Karnataka regions to become more mechanised and enhance their skill levels.



With more than 1,780 painters trained and certified as XRPainter across Tamil Nadu and Karnataka, the project aims to revolutionise the lives of painters by upgrading them into proficient hi-tech and mechanised professionals. Alongside the aid of machines, of which 600 were sold and with 200 more in the pipeline, the vision goes a step closer.

NIPPON PAINT INDIA: COLOURS FOR CHANGE

Nippon Paint India's 'Colours for Change' initiative empowered neurodiverse children in Tamil Nadu and Karnataka to showcase their artistic talents. Over 30 schools participated in the programme, and 50 artworks were selected by renowned industry experts.

These artworks will be featured in sales tools and the Nippon Paint India colour book 2023, giving these children well-deserved recognition. Winners were honoured with trophies and certificates as well as a classroom makeover.





EMPOWERING OUR EMPLOYEES: THE KEY TO SUCCESS

We at Nippon Paint Bangladesh firmly believe our employees are the driving force behind our success. We have implemented several initiatives aimed at providing our employees with the tools, resources and opportunities to excel and unleash their full potential. Programmes such as Product Knowledge Training, Development and Employee Retention Training as well as Employee Orientation are just a few of the initiatives we do here to enhance our employees skills and knowledge.

According to Ataul Mostafa, a Senior Executive of Project Sales says, “Product Knowledge Training has greatly enhanced my skills and the required product awareness and I look forward to more training sessions in the future.” Such remarks from workers give us a sense of accomplishment and motivate us to carry out more programs for our employees.



NIPPON PAINT INDONESIA PAINTS 24,349 ARCHES IN REMARKABLE FEAT

Nippon Paint Indonesia has generously donated 243,490 litres of Weatherbond Solareflect, successfully painting 24,349 arches throughout Indonesia. This remarkable accomplishment, which exceeded the initial goal of painting 20,000 arches, has set a new record at the Indonesian World Record Museum (MURI), a fourth it has done so.

The initiative, known as Gapura Merah Putih, is a part of Nippon Paint's CSR programme #ColouringLives, which has been active since 2016.

Weatherbond Solareflect was selected due to its long-lasting colour which lasts up to 12 years as well as to accommodate Indonesia's warm and tropical climate.





NIPPON PAINT MARINE SAILS INTO VIETNAM



The demand for Nippon Paint Marine's coatings have been growing rapidly and we are proud to announce that they are now expanding into the Vietnam market.

Ee Soon Hean, Country General Director of Nippon Paint Vietnam, shared that their technical expertise and local talent pool of more than 1,000 people were a compelling factor in the decision to invest in Vietnam's maritime industry. The Nippon Paint Marine team is excited to get to work and bring Vietnam's maritime industry to new heights.

FAST COMPANY MAGAZINE HAS RECOGNISED TAYFUN KUCUKOGLU, THE GM OF BETEK, AS ONE OF TÜRKIYE'S LEADING FIGURES IN SUSTAINABILITY

We at Nippon Paint Türkiye would like to congratulate Tayfun Kucukoglu, the exceptional Betek GM, for once again being named one of Türkiye's 50 Sustainability Leaders by Fast Company Magazine.

This prestigious recognition speaks to Tayfun's unwavering commitment to sustainability and his significant contributions to the field. Tayfun's selection among this esteemed group highlights his outstanding dedication to creating a sustainable future for Türkiye and beyond.





BETEK WOMEN SUPPORT EARTHQUAKE VICTIMS ON INTERNATIONAL WOMEN'S DAY

During the International Women's Day on 8th March, the compassionate Betek Women demonstrated their support for earthquake victims living in challenging conditions by donating care packages. With a dedicated initiative that began on 6th February, female employees visited relief centres in Hatay and provided hygiene packages to those affected.



MARKETING HAPPENINGS

CRAYON SHINCHAN EXHIBITION: A CELEBRATION OF CHILDHOOD NOSTALGIA WITH NIPPON PAINT INDONESIA!

Nippon Paint Indonesia and Creator Tahilalats have brought the beloved character to life in vibrant colours, adorning the "Kasukabe City" diorama with breathtaking homage at the Crayon Shinchan's 30th anniversary.

Additionally, Nippon Paint Indonesia generously donated 2,930 litres of paint, transforming the exhibition into a mesmerising canvas that showcases Nippon Paint's products and colours.



WATCH NOW



A NIGHT OF CELEBRATION, RECOGNITION AND SUCCESS WITH DEALERS NITE 2023

Nippon Paint Indonesia hosts its highly anticipated annual Dealers Nite 2023, which is spread throughout a number of cities in Indonesia. This extraordinary event brought together dealers, partners and industry leaders for a night filled with celebration, recognition and the spirit of success.

The night is a platform to honour and appreciate the exceptional efforts and outstanding achievements of dealers across the country. Dealers are also presented with prizes in lieu of their achievements which will be chosen at random in a fish bowl.



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NIPPON PAINT INDONESIA EXPRESSES GRATITUDE TO BUILDERS AND FOREMEN ACROSS INDONESIA

Nippon Paint shows gratitude to the builders and foremen in Indonesia by organising the Painters Gathering, which acknowledges the support received from shop partners, carpenters, and foremen, ultimately establishing Nippon Paint as a trusted product in Indonesia. This event, which has been running consecutively since 2016, was held simultaneously across 68 cities, bringing together 8,220 painters from across Indonesia.





UNCOVER THE COLOURS OF RAMADAN - NIPPON PAINT INTRODUCES TREN WARNA RAMADAN 2023

Nippon Paint Indonesia hosted a memorable media gathering featuring captivating themes of Monochrome, Warm, and Tropical for Tren Warna Ramadan 2023. The event included charismatic speakers like Keneth Sandy and talented Zata Ligouw, along with popular lifestyle bloggers. Attendees had the opportunity to explore Nippon Paint's products and paint accessories, and lucky guests received exclusive goodie bags filled with exciting surprises.



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THE "BEST HYBRID EVENT OF 2022" TITLE WAS BESTOWED UPON THE NIPPON PAINT GLOBAL MARKETING CONFERENCE

In September 2022, Nippon Paint GMC was honoured to be hosted by Betek in Türkiye. It was an unforgettable experience when we learned that this event won "The Best Hybrid Event" at the prestigious ACE of M.I.C.E. - Masters of Events Awards. Nippon Paint's GMC was the highlight of the company's marketing efforts in 2022, with 435 attendees from 26 countries. It truly showcased the global reach and impact of Nippon Paint Group.





NIPPON PAINT INDIA LAUNCHES NIPPOTRAC WB MARKING PAINT!

We are thrilled about the new product launch at Nippon Paint India: "Nippotrac WB Marking Paint." This top-notch water-based paint is perfect for marking lines on different surfaces like concrete, asphalt, roads, indoor stadiums, and parking spaces.

It's worth noting that this product is lead and chrome free and has low VOC content, making it environmentally friendly. With Nippotrac WB Marking Paint, businesses and individuals can easily find a sustainable solution while reducing their environmental impact.



NIPPON PAINT INDIA RECEIVES THE ENVIRONMENTAL, HEALTH, AND SAFETY (EHS) EXCELLENCE AWARD

In recognition of Nippon Paint India's dedication to environmental health and safety, the company is honoured to have won the EHS Excellence Award. The efforts of Nippon Paint's entire team was recognised with a Bronze award at the "CII SR EHS Excellence Awards 2022" South India which further demonstrates their dedication in providing excellent services. The award is presented by the Confederation of Indian Industry (CII) to recognise companies that have made outstanding contributions to workplace safety and environmental sustainability. This prestigious award exemplifies Nippon Paint's commitment in preserving the environment and advancing cutting-edge solutions.

Meet Our Newsletter Committee!

You too can be part of our growing family, join us today!



Aishah Ithnin
Malaysia



Aruna Gunasekara
Sri Lanka



Aisyah Nabilla
Indonesia



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& Nang Kay Thwe Phyto**
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Be part of the newsletter committee!

Have exciting activities or projects to share? We'd love to feature them in the next newsletter.

Scan the QR code below, or reach out to fnianho@nipsea.com.sg to share activities happening in your market! We appreciate your participation in sharing and staying connected with the NIPSEA community.

For latest business updates, happenings across markets and to hear from our leaders, be a part of the NIPSEA LinkedIn family. Let's connect with each other across NIPSEA and continue to be inspired by each other.

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