

Hello

NIPSEA GROUP

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Welcome Note

As we continue to make a greater impact on the world, it is our commitment to foster a culture of innovation, community, sustainability, as well as diversity and inclusion. At NIPSEA Group, we believe that people are our greatest asset and are committed to creating an environment and industry where everyone feels valued, respected, and supported.

With the power of technology, innovation, and our diverse workforce, we can strive for larger goals together and create a more sustainable future for all.

Our teams across the globe have invested their time and energy to consolidate the NIPSEA brand and make a positive impact in the world — whether through customer-focused innovations, charity, or goodwill, to name a few. The NIPSEA spirit is evident in each of us, contributing to our success, and together, we will strive to achieve even greater heights on this journey.



NIPPON PAINT MALAYSIA CONTINUES TO DRIVE COMMUNITY EFFORTS, ONE ROOM AT A TIME

As we weave through life, pushing through our day-to-day lives, the underserved may be easily overlooked by many. A core pillar for us, as a Group and as individuals, is to play our part to help one another for the betterment of communities.

Nippon Paint Malaysia has maintained a long-term partnership with a local charity, Generasi Gemilang, for the “Colourful Dreams” project that aims to improve the lives of children who live in shelter homes. The Nippon Paint Art Exhibition raised over MYR 300,000 (approximately USD 63,600) which will aid 170 beneficiaries in giving them a kickstart in life. The art pieces created by the children across three shelter homes were auctioned off during the art exhibition and the proceeds were divided into trust funds that will mature when the recipient turns 18. Prior to receiving these funds, the youths are also provided financial literacy training for effective financial management.



NIPPON PAINT SRI LANKA MAKES A COLOURFUL SPLASH AT A LOCAL COLLEGE

Positively impacting communities has always been at the core of NIPSEA Group. Nippon Paint Sri Lanka partnered with Kegalle Dehiovita Thaligama Ganepalla Junior College for the Progress for Education effort. Through the partnership, Nippon Paint Sri Lanka contributed paint resources to enhance the surroundings for a more conducive learning environment. Nippon Paint Sri Lanka has continuously collaborated with partners on school development efforts.



NIPPON PAINT INDONESIA FOCUSES ON ENHANCING EDUCATION QUALITY

Nippon Paint Indonesia embarked on its own education effort with the “Nippon Goes to School”, an educational programme for motorcycle duco painting system. The effort aimed to develop the students’ skills and provide a practice ground for them to utilise the Nippe Series products ranging from Surface Preparation, Primer, Putty, Filler, Topcoat for Solid, Metallic and Clear. This first hand exposure of these solutions can be a stepping stone for the students as they embark on their working journey in the coming years.



LEADERSHIP TRAINING FOR FOREMEN AND OPERATIONS SHIFT LEADERS INTRODUCED IN GERMANY TO UPSKILL THE PRODUCTION TEAMS

Leveraging the right methods of training and communication will undeniably improve the working environment and culture. Aligned with this, Nippon Paint Automotive Europe initiated a leadership training programme to enable a more conducive environment for its operations personnel and to better understand the needs of team members. A key aspect of the training was the course on managing critical situations and efficiently mitigating issues while ensuring a smooth communication process throughout. This has further aided them in developing their leadership skills and efficiently implementing their efforts while being able to carry on this knowledge into the future.



PAVING THE WAY FORWARD FOR WOMEN IN LEADERSHIP WITH AN IMPACTFUL MENTORSHIP PROGRAMME



To further drive change in the industry, the Group introduced the Female Leadership Programme in July to accelerate female talents within the organisation. Aimed to encourage more women participation in management and emerging leadership roles and achieve at least 35% female representation in leadership roles, the programme provides a platform for development for both mentors and mentees. By enabling an open, two-way communication, Gladys Goh, SVP of Strategic Innovation and Marketing at NIPSEA Group, said “Mentees often bring fresh perspectives, ideas, and questions that can challenge my own thinking too. This gives me opportunities for personal growth.”

Jiang Jiulong, from Nippon Paint China’s Purchasing Department, said, “A targeted training like this has helped me improve my thought process of the roles and responsibilities I undertake and has broadened my ability to understand the problems encountered by others and their perspectives.

Gladys further added that aspiring women should focus on development, from developing their critical thinking and stress management skills, personal and well-being growth, as well as practising self-reflection for a heightened sense of self-awareness.

Nippon Paint India’s N. Rajeswari, NPI-Deco-HR&A, CSR, D&I, ESG support, said she has a new approach to inspiring the team by supporting them with resolving day to day and work life challenges. “I’m now cultivating the habit of ‘nothing is impossible’ and focusing on goals rather than the roadblocks faced through assertive and authentic facts.”

The mentorship programme also touched on personal branding and encouraged women to build a brand unique to their strengths. “Personal branding can help us connect with others and while this is important for an individual, through the process of a brand development, we also gain new perspectives on the key elements that make others who they are. In a larger picture, this understanding will aid individuals and the team with efficient management and accomplishment of goals,” said Zhu Xiangqi, Product Development, Nippon Paint China.



NIPPON PAINT INDIA IS UNLOCKING UNTAPPED SKILL SETS WITHIN THE PAINT INDUSTRY

Closing the gender gap especially within a male-dominated industry is no small feat. Women have been breaking new ground across all industries, including the industry we operate in. Nippon Paint India's n'Shakti initiative, aimed to equip women with essential skills, was recently recognised by the Tamil Nadu Urban Livelihood Mission, as a key enabler in advancing skills of women painters to ensure their livelihoods. Having successfully trained over 700 women, the appreciation award for the initiative was presented to Nippon Paint India by the Minister for Youth Welfare & Sports Development of India, H.E. Udhayanidhi Stalin.



PROJECT PUTHRI: PROVIDING FEMALE STUDENTS AN UPPER HAND FOR A BRIGHTER FUTURE



Nippon Paint India collaborated with Avtar Human Capital Trust on Project Puthri to empower underserved female students in Tamil Nadu, in line with the Group's Diversity and Inclusion pillar. With a focus on creating career opportunities, the project aims to equip 80% of Puthri scholars with white-collar jobs. Identifying girls aged 13 to 18 from disadvantaged backgrounds, the programme provides holistic training across vital dimensions like health, hygiene, financial literacy, and more, fostering both personal and professional growth.





PUSHING IT FURTHER WITH DIVERSITY & INCLUSION INITIATIVES IN THAILAND AND MALAYSIA

Nippon Paint Thailand and Nippon Paint Malaysia both launched their Diversity & Inclusion initiatives during their respective town halls.

In the spirit of community, Nippon Paint Thailand established the “NPT Volunteer Club”, which participated in a beach cleanup, organised a blood donation drive to replenish local hospital supplies, designated an area within the factory for the sales of goods made by the differently-abled community, and made donations to hospitals and community schools.

Nippon Paint Malaysia, on the other hand, launched the “KITA” campaign, meaning “WE” campaign, as part of its Diversity & Inclusion initiatives in early August during its first-ever hybrid town hall in August. The town hall brought together the on-ground and virtual teams of over 750 employees, marking a milestone in the local office's history. Embracing the spirit of the initiative and the Group's core value, the employees coloured “KITA” canvases in various locations across Malaysia. Together, they crafted a tapestry of unity and progress, driven by shared values.





RECOGNISING AND REWARDING HARD WORK

Nippon Paint Myanmar and Nippon Paint Vietnam both recently organised incentive trips for their dealers and distributors in each region. Nippon Paint Myanmar embarked on an exciting trip to Dubai with over 30 of their top performers. Meanwhile, Nippon Paint Vietnam visited Southeast Asian regions, specifically Indonesia in June with 260 customers and Malaysia and Singapore in August with 260 and 40 high-achieving customers, respectively.



At NIPSEA Group, we truly believe in recognising hard work and rewarding top achievers as a sign of gratitude and to inspire others.

NIPSEA GROUP'S CROSS-DEPARTMENTAL KNOWLEDGE EXCHANGE CONFERENCE IN HONG KONG, CHINA.

The Group recently held a conference in Hong Kong, China bringing together three crucial departments, Finance, Human Resources and Information System, to align with the global strategy and train the departments towards a shared goal. With over 100 participants from across the region, the carefully curated sessions shared valuable insights into best practices, training courses and networking opportunities to help them take a step further in our efforts to push the boundaries.





LAUNCH OF “AWAKEN” - NIPPON PAINT'S TREND BEYOND COLOURS FOR 2024-25

AWAKEN is the central theme for our fourth edition of Trend Beyond Colours 2024-25 in collaboration with Colour Hive. Unveiled in 17 geographical locations on 23 October 2023, this optimistic and purposeful edition is set to inspire us all to live better, feel better and be better. Discover the four influences and trends that express diverse elements of our central theme. Explore and experience the power of colours for you, your loved ones and your space.

Quiet Time with Find Calm: Explore the calming power of neutrality, a palette led by a soothing neutral; Sandcastle N 3195P

Express Yourself through Find Freedom: Create joyful spaces through the vibrant language of colours, a palette led by a transformative hue; Golden Yellow YO 1091T.

Healing Waters, time to Find Renewal: Immerse and be energised with transformative shades, led by a refreshing hue; Turquoise Reflection BGG 2742P

Perfect Harmony, a guide to Find Balance: A sense of control - achieved with timeless, effortless shades, led by a grounded combination of pink-yellow-grey; Earthling N 3372P.

Discover more on:



colourtrends.nipponpaint.com

QUIET TIME

Find
CALM



EXPRESS YOURSELF

Find
FREEDOM



Find
BALANCE

PERFECT HARMONY



Find
RENEWAL

HEALING WATERS





NIPPON PAINT INDIA BAGS THE 2023 BEST MARKETING CAMPAIGN OF THE YEAR AWARD!

Nippon Paint India outshone formidable competitors at the recent Indian Marketing Awards (South) with its “A World Beyond Paint” campaign. The campaign was a kick off of Nippon Paint India’s Decorative Division entry into the Beyond Paints segment and highlighted its track record of out of the box marketing efforts. No small feat indeed!



NIPPON PAINT INDONESIA COLLABORATED WITH INDONESIAN SENSATION, RAFFI AHMAD, FOR THE VINILEX TUKANG CAT BAGUS COMPETITION.

Tukang Cat Bagus, meaning great painter in Bahasa Indonesia, is a locally held competition, hosted by actor and TV presenter, Raffi Ahmad. Running its second season, Nippon Paint Indonesia aided the competition’s roll out that provided local painters with the training needed to further hone their skills and increase competitiveness in the local segment. Streamed on YouTube, the live segment was viewed by over 51,000 Indonesians and gained successful coverage in the local media landscape!



NIPPON PAINT INDIA LOOKS AHEAD WITH PROJECT NEXUS.

Understanding the needs of clients, Nippon Paint India took on the responsibility to address current issues and enhance its product traceability. Launched in June, the initiative implemented a robust QR code system generated by SAP that replaced the previous Prochamps' barcodes. This will not only overcome some of the issues faced by the operation teams and clients, but also help to streamline processes to ensure we live up to our long-standing reputation.



INSPIRING CO₂ REDUCTION AT THE SURCAR CONGRESS TO PROPEL THE AUTOMOTIVE INDUSTRY FORWARD

Held biennially, the SURCAR congress brings together top European and non-European automotive players to discuss the development and innovations in the industry. Participating this year, Nippon Paint France took on the role of inspiring other players, including competitors, on how we are reducing carbon dioxide emissions without compromising the quality and performance of our products. Nippon Paint France also had the opportunity to present its collaborative works with Eftec, a sealant supplier, and Stellantis, an automaker and innovative mobility solutions provider for the successful introduction of the 4-Wet process in the solvent borne paint system at Rennes.



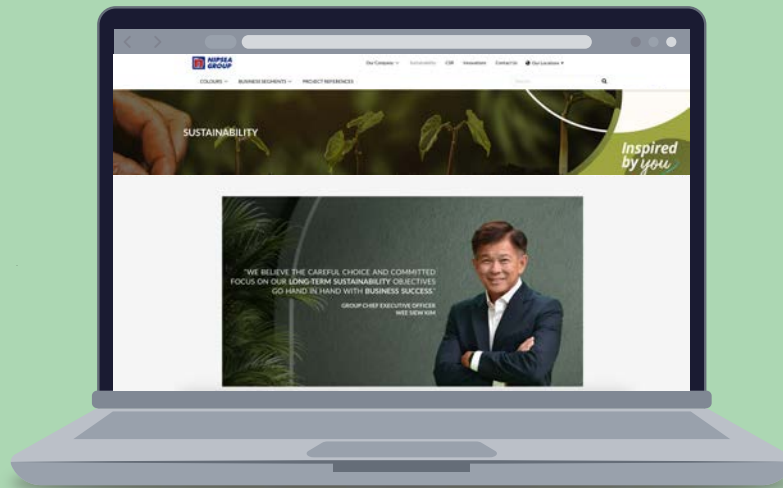
DO YOUR PART TODAY!

Join in our NIPSEA Group's sustainability survey here to help us improve our current and upcoming sustainability initiatives for the Group!

Visit site:



NIPSEA Sustainability Report Survey



A TESTAMENT TO OUR PILLARS

With sustainability at our core, we are happy to share that we have achieved several milestones that we should all be proud of. Striving to provide each and every member of the Group with equal opportunities, we clocked in over 1.6 million hours in training and upskilling programmes for various teams across the globe. On our D&I front, we are now aiming to have at least 35% female representation in leadership roles to get a step closer to achieving a greater gender balance in this industry. We are also excited to have effectively implemented our workforce safety and well-being protocols with 0 fatalities reported for the whole year.

Our key achievements as seen on the right/left are not our only accomplishments. With more than 50% of our projects in the Projects and Portfolio Management system completing the Green Design Review and more than half of it recognised as “Sustainable Products”, we are ensuring we are future-proofing our products and solutions. Not only that, in Vietnam alone we have planted over 700,000 trees in the Ben Tre province, while in Turkiye, we have kicked off water mobilisation projects to significantly reduce our water footprint and accelerate sustainable water management practices.

One of the most impactful CSR efforts we have done in the past year was Gapura Merah Putih. The painting of 18,189 arches across Indonesia not only beautified and improved the local landscape, but also fortified the sense of community and unity of over 3.6 million Indonesians that worked together to achieve a shared goal.

More information on our achievements are available in our 2022 Sustainability Report.



AT THE FOREFRONT OF SUSTAINABLE INNOVATION WITH ECO-FRIENDLY 3C COATINGS

The paint and coatings industry has been around for a very long time, longer than many realise but only boomed during the industrial revolution in the mid 1700s. Since then, the industry has experienced a massive transformation from traditional materials and processes, to high-tech, sustainable products that are safeguarding the environment.

Here, we not only satisfy these needs, but we also strive to push the boundaries of innovation. For example, the NP SunRise® 3C coating solution, utilised in the computer, communications and consumer electronics segment, offers high performance, yet is low-carbon and eco-friendly. We have reduced the use of raw chemical materials and harmful substances, and we are recycling and reusing harmless components, all while maintaining an aesthetically pleasing quality for the industries that heavily rely on these coatings.

[Read here](#) to see how we are advancing sustainability and pioneering innovations in the 3C sector.



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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