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JOINT VENTURE BETWEEN GUOCERA HOLDINGS SDN BHD (GUOCERA) AND INFRASTRUCTURE DEVELOPMENT AND CONSTRUCTION CORPORATION TO OPERATE A TILE FACTORY IN VIETNAM,

Guocera Holdings Sdn Bhd (“Guocera”), a company involved in the manufacturing of ceramic tiles and a wholly-owned subsidiary of Hong Leong Industries Berhad (“HLI”), is poised to enter the Vietnam market. Today, Guocera established a joint venture with Infrastructure Development And Construction Corporation (LICOGL) of Vietnam to establish a limited liability company, Guocera Tile Industries (Vietnam) Co., Ltd, to acquire and manage LICOGL’s tile factory in Dong Nai, Vietnam.

Guocera Tile Industries (Vietnam) Co., Ltd will be engaged in the production, marketing and distribution of various types of tiles in Vietnam.

“Over the next 2 years, the joint venture company will further invest in technologies and capacity to bring more efficiency and flexibility to production processes and upgrade quality comparable to world class standards”, commented Mr Richard Ng, Managing Director of Guocera.

The joint venture will provide Guocera the opportunity to expand its tile manufacturing business and to promote the GUOCERA brand into the Vietnamese market.

“Vietnam is an emerging economy in the Asean region. With this investment, Guocera would be able to tap into the promising and expanding market of Vietnam and hence, enhance its position not only as a top Malaysian manufacturer but also a significant industry player in the ceramic world”, added Mr Richard Ng.

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About Guocera Holdings Sdn Bhd

Guocera Holdings Sdn Bhd (“Guocera”) is a wholly owned subsidiary of Hong Leong Industries Berhad (HLI), a public listed company on the Main Market of Bursa Malaysia. Guocera is an investment holding company for the Guocera Group Of Companies, which is involved in manufacturing, research, marketing and distribution of ceramic tiles.

Currently our two production facilities in Kluang and Meru are equipped with modern manufacturing facilities & employing the latest production technologies are operating round the clock to satisfy the growing demand for our quality tiles.

Guocera started when the Hong Leong Group established its first tile production facility in 1970 with a production capacity of less than 1million sqm/annum to become a leading ceramic tile manufacturer in Malaysia today.



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On-going expansion in Kluang with an additional production capacity of 14 million sqm per annum will nevertheless make Guocera as Malaysia's largest tile manufacturer with a combined production capacity of 38.3 million sqm per annum, a dominant player in Asia.

Guocera manufactures and distributes a full range of ceramic tiles, including glazed wall tiles, glazed floor tiles, porcelain tiles and decorative tiles in a variety of colours, shades and sizes.

The company's tradition of quality excellence is relentlessly upheld at our two ISO 9001: 2000 and ISO 14001 accredited factories in Kluang and Meru (spanning a land area of about 5.1 million sq. feet or 118.5 acres of land and employing over 1,600 people.)

A prominent player in the domestic market and commanding more than 50% exports today, Guocera is considered Malaysia's single largest exporter of ceramic tiles and one of the most reputable brands in the global marketplace, exporting to more than 50 countries in the world, including; USA, Canada, Europe, Australia, Middle East, India, South Africa, South Korea, Thailand, Hong Kong, Vietnam, Phillipines, Indonesia and Singapore.

Guocera persistent drive towards quality in its products and services had won many awards and recognitions. Amongst others, some of the major awards and recognitions includes 'The Leadership, Brand and Service Quality Excellence Award 2006' under the Asia Pacific International Entrepreneur Excellence Award; and the 'Excellence Export Award (Merchandise) & Excellence Brand Award' under the MITI Industry Excellence Awards 2007.

To strengthen manufacturing capabilities, Guocera invest a large percentage of revenues in pursuing latest technological advancement in ceramics manufacturing. Guocera set-up Ceramic Research Company Sdn Bhd to carry out research, design and development activities on ceramic tiles manufacturing. Ceramic Research Centre obtained ISO/IEC G25 standard in 1995 and this, was upgraded to ISO17025 standard in 2001. CRC is the only non-governmental laboratory in ASEAN to achieve this status.

The relentless pursue for excellence and innovation through heavy investment in R&D activities had ensured Guocera meets the changing requirements of various customers all over the world.

About Infrastructure Development And Construction Corporation

Infrastructure Development and Construction Corporation is a major corporation under the Ministry of Construction, Vietnam specializing in the construction works, infrastructure projects and etc.



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