

# Painting a more sustainable future from Greater KL



## Global paints and coatings industry

The global paints and coatings market is projected to grow from US\$167.04 billion in 2022 to US\$235.06 billion by 2029, representing a compound annual growth rate of 5%. Important drivers of this industry include economic growth, rising population, increasing residential building activities and growing urbanisation.

The extensive and highly competitive global paints and coatings market produces various products including paints, coatings, varnishes, stains and other surface treatments. These

products are used across the construction, automotive, aerospace, marine, industrial manufacturing and other industries.

The paints and coating industry in Malaysia is experiencing rapid growth, driven by the construction and automotive sectors. The industry is projected to grow at a compound annual growth rate (CAGR) of 7.3% from 2021 to 2028, reaching a market size of US\$1.4 billion by 2028. This growth is attributed to the increasing demand for eco-friendly and sustainable coatings, which have gained popularity among consumers and manufacturers.

## AkzoNobel



**Headquarters:**  
Amsterdam,  
Netherlands



**Global headcount:**  
32,000  
employees



**History:**  
Founded in 1646,  
the current name  
results from a  
merger between Akzo NV and  
Nobel Industries AB in 1994



**Listed:**  
Euronext  
Amsterdam



**Global presence:**  
150 countries



**FY2022 financial performance:**

- Revenue: **€10.8 million**
- Operating income: **€708 million**

### Products:

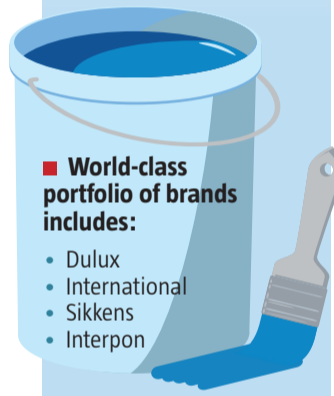
- Decorative paints
- Automotive and speciality coatings
- Industrial coatings
- Marine, protective and yacht coatings
- Powder coatings

### AkzoNobel's competitive advantage

- A balanced geographic presence and a strong portfolio of brands with leading positions in most market segments and sustainable powder coatings market.
- A significant presence in the higher-growth South Asia-Pacific region, which generates about 12% of total revenue.
- Strategic mandates per market segment and region provide clear direction for each business.
- Sustainable solutions already account for 39% of total revenue. The goal is to increase this to at least 50% by 2030.

### World-class portfolio of brands includes:

- Dulux
- International
- Sikkens
- Interpon



AkzoNobel is one of the world's largest producers of paint and paint-related products and sets the standard in colour and protection. The global company focuses on innovation and sustainability and has constantly grown through mergers and acquisitions.



### AkzoNobel's GBS in Greater KL

- Greater KL is well positioned as a hub for talent and technology in the Southeast Asia region due to its value proposition in terms of multilingual and multicultural workforce; matured infrastructure; and forward-looking policies and supportive government incentives.

- AkzoNobel has been relocating its shared services from various locations to the GBS Center in Greater KL since September 2020.



A Global Business Services (GBS) hub

for the company's businesses in Vietnam, Thailand, Indonesia and Pakistan.



Serves AkzoNobel's paints and coatings

business in multiple Asian countries.



Handles sourcing and purchasing, invoice

processing, accounting and general ledger, supply chain planning and managing, among others.



Working with AkzoNobel's factory in Malaysia to strengthen

its customer experiences. Main scope include finance, human resource, supply chain management and customer operations.



Adopting technologically advanced digital tools,

for example, artificial intelligence (AI) and machine learning to deliver scalability and increase efficiency.

### Talent development:

High-value talents who are willing to go the extra mile and have the passion to progress through experiential learning are coached by experienced AkzoNobel leaders. These talents develop their capabilities and expertise and benefit from structured operating procedures and a broad scope of GBS activities.

### Moving forward:

- GBS to serve more countries such as Australia and New Zealand from Greater KL. Exploring options for sourcing talent for data and analytics, robotic process automation and statistical demand planning.
- Centralise several global finance activities in Greater KL.

### Headcount:

130 employees

70:30 ratio of locals to expatriates



### Sustainability ambitions:

#### 3 areas of focus:

- Climate change
- Circularity
- Health and well-being

### Goals:

- A carbon-neutral company by 2050. Halving carbon emissions by 2030.
- 50% of revenue from sustainable solutions
- 100% use of materials in own operations driven by 3R (reduce, reuse and recycle) practices
- 100,000+ members of local communities empowered with new skills



### Sustainability initiative in Malaysia:

- Develop longer-lasting paints and coatings for building interiors and exteriors, which further reduces energy and resource consumption, as well as the need for repair, cleaning and repainting.
- Energy transition to renewable electricity for the manufacturing facility in Nilai to reduce carbon emissions.
- Over 1,400 solar panels installed, covering part of the total electricity consumption needs



Greater KL is particularly well positioned as a hub for talent and technology in the Southeast Asia region due to its value proposition in terms of its multilingual and multicultural workforce, significant existing shared services presence, an experienced talent pool and supportive government incentives.

— May Fong, AkzoNobel KL, GBS site lead



GBS hubs established by the world's leading companies like AkzoNobel play a crucial role in supporting and complementing Malaysia's National Investment Aspirations. These hubs are expected to create high-income, knowledge-intensive jobs and upskilling opportunities, strengthen domestic linkages and foster knowledge transfer.

— Datuk Muhammad Azmi Zulkifli, CEO of InvestKL

