

Sunrich Marketing Sdn Bhd and Autoways Industries Sdn Bhd participated in the MAI-Lafarge Automotive and Logistics Safety Exhibition 2014 which was held at MATRADE Exhibition and Convention Center from the 5th to 7th September 2014. This event was held with the aim to promote safety in the workplace, create awareness on road safety issues and showcase the latest innovation and technologies in the automotive industry. In addition, this event was also a platform to appreciate and reward drivers who were exceptional in road safety and contributed to safe road in Malaysia. This year, this event was organized by Lafarge in collaboration with Malaysian Automotive Institute (MAI).

Other interesting events were also lined up, such as safety seminars for public awareness and education, talks on latest aftermarket technologies available to improve the health and safety aspects of the transport operators within the logistics sector, testing one's driving skills. Besides that, a Networking Dinner was held on 6th September 2014 to build rapport between all exhibitors and industry players.

A total of close to 50 exhibitors participated in this event, comprising local and international companies including truck manufacturers and distributors, suppliers of lubricants, tyres and safety equipment, training consultants on driving as well as Government agencies such as Malaysian Institute of Road Safety Research (MIROS), the Road Transport Department (JPJ), the Road Safety Department (JKJR) and Puspakom.

Sunrich Marketing Sdn Bhd and Autoways Industries Sdn Bhd took the opportunity to showcase quality retread tyres to promote road safety and brand awareness. This is in line with our group's Corporate Social Responsibility (CSR) program to strengthen our positive corporate image in supporting and contributing towards road safety awareness.



Group photo taken with Mr. Richard Tee, Managing Director of Konsortium PD Sdn Bhd and his accompany.