

Taiwan-based Phison to Set Up Malaysian Branch

Taiwan-listed Phison Electronics Corp will be setting up a branch in Malaysia, with operations targeted to begin in the next three to six months. Specialising in the design of integrated circuits for use in data storage devices, the company would operate as a wholly-owned subsidiary before becoming “independent” after three years. Phison Chairman and CEO, Mr. Pua Khein-Seng explained that the Malaysian unit would be based in the northern region as there already exists an ecosystem there that could provide a better environment for its operations to thrive, as well as to remain close to its clients who are mostly based in the north.

To begin with, Phison will have Silterra Malaysia Sdn Bhd, a semiconductor wafer maker owned by Khazanah Nasional Bhd, as the main partner for its Malaysian unit. Pua said that the initial capital outlay for Phison’s project in Malaysia would range from US\$1 million (RM3.03 million) to US\$3 million. He also pointed out that the Malaysian unit would have the full support of the team in Taiwan during the initial stage as the latter wants to ensure 100% success of its venture in Malaysia.

(Sourced from The Star)