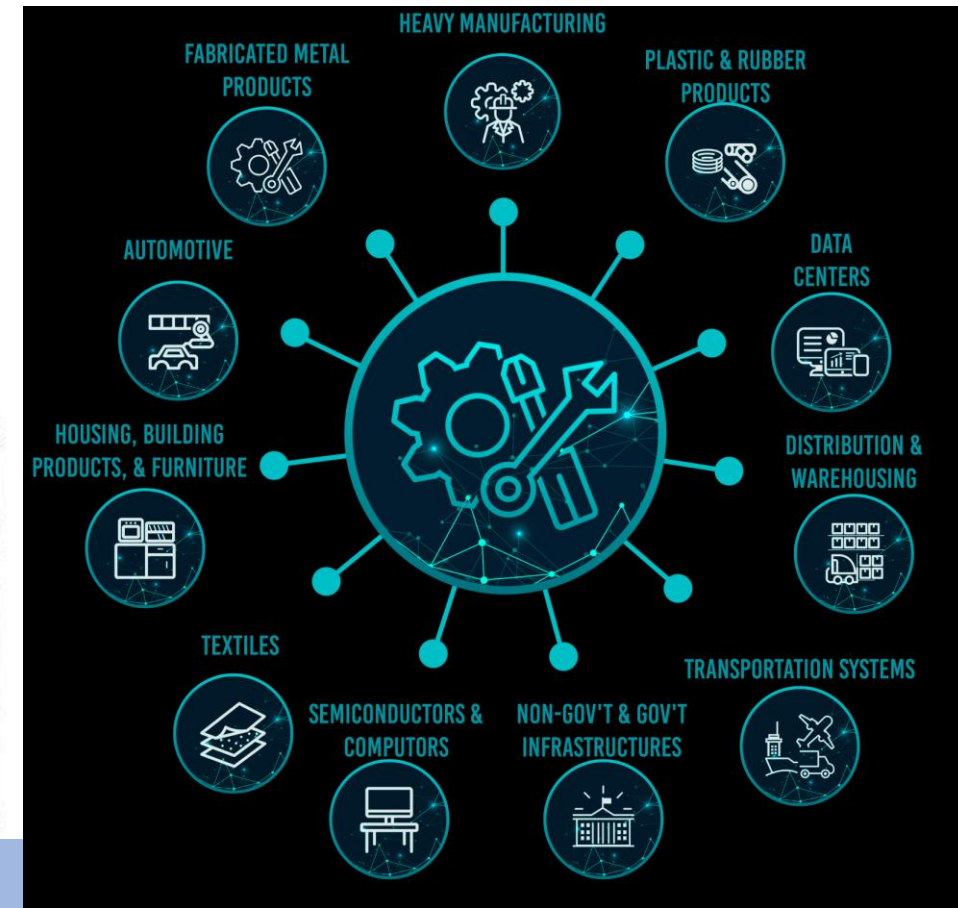




# The Malaysian Dry Rubber Industry Overview and Challenges

**Presented By:**  
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**Committee Member**

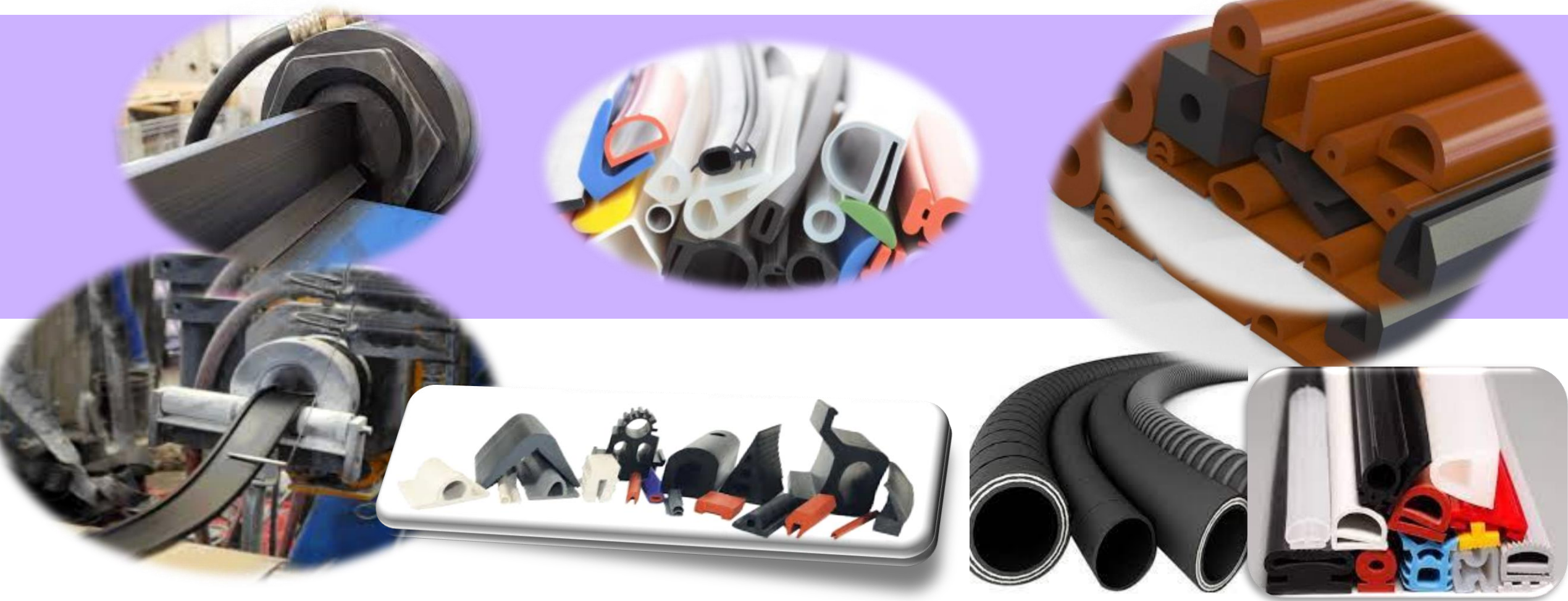


## The sun has never set on the rubber industry

- *Far-reaching industry*
- *Wide spread in applications*

# *Type of Manufacturing Processes (Dry Rubber Sector)*

## **EXTRUSION PROCESS**



# *Type of Manufacturing Processes (Dry Rubber Sector)*

## **MOULDING PROCESS**

- *Injection*
- *Compression*
- *Transfer*



*Some of the moulds used for manufacturing*

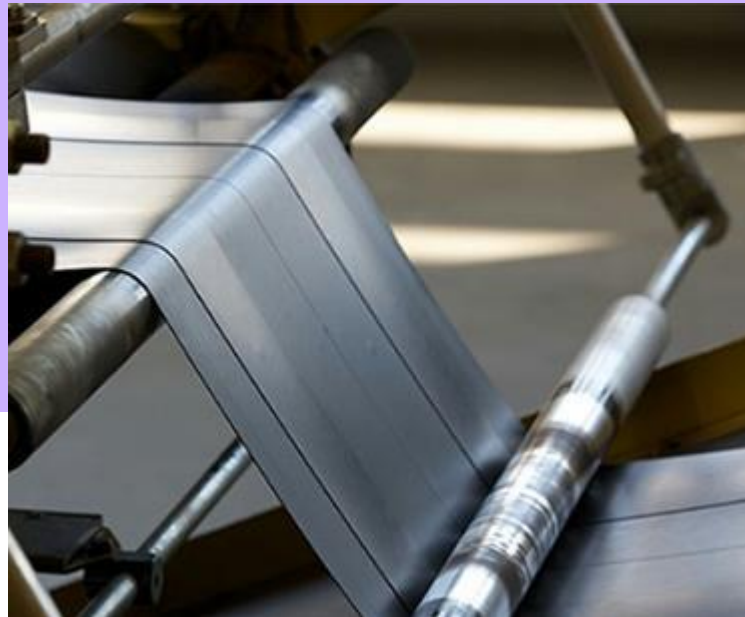
# Type of Manufacturing Processes (Dry Rubber Sector)

## MOULDING PRODUCTS



# *Type of Manufacturing Processes (Dry Rubber Sector)*

## **CALENDERING PROCESS & PRODUCTS**



What are the Challenges faced?

# Challenges faced by Manufacturers

## Man

- Succession?
- Passion?
- Skill / Expertise / Know-how
- Labour shortage
- Compliance (Act 446, Social)



## Machine

- Outdated Machines
- Lower outputs
- Tool Designs capabilities
- Capital Investments
- Automation and IR4.0

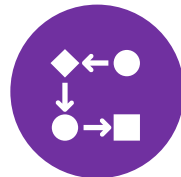
## Material

- Reduce Wastages
- Availability (Supply vs Demand issue)
- Recyclable?
- Resources (Locally or Import)
- New formulation



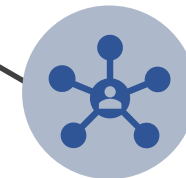
## Method

- Skills / Methods
- QMS & Best Practices
- SOP
- R & D
- New technology & IoT
- Management Commitments'

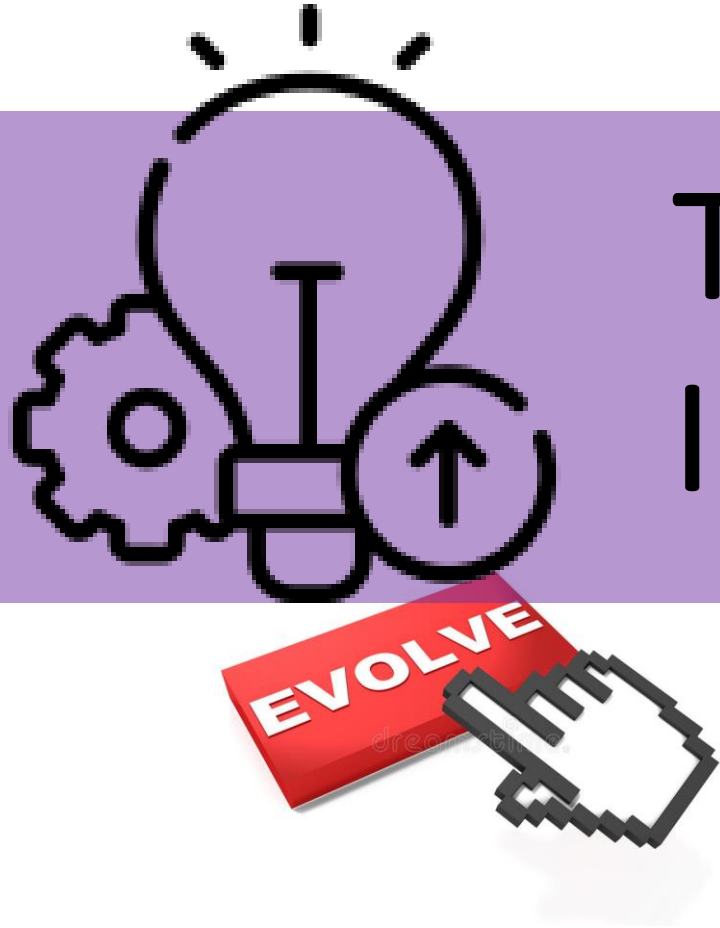


## Marketing

- Compliance to Intl. Standard/Practice
- ESG
- Volume Business?
- Promotion
- Branding







# Transforming Rubber Industries in Malaysia

# *Where do we begin?*



## People Development Strategy



- Embrace fresh concepts & new ideas
- Create excitement and new energy
- Develop new business model and opportunities

## Talent Development Strategy

- Model Factory
- Upskilling and Reskilling



# Technology Adoption



- Enhance decision making with data-based tools
- Increase productivity, efficiency and Process improvement
- Reduce Dependency on Manual & Foreign Labor
- Reduce Manpower
- Reduce Energy Consumption
- Reduce on Hidden Costs

# Best Practices



- In-house improvements
- Hands-on Training
- Value Stream Mapping (Lean Management)

Emphasize on Certifications and Standard

- ISO 9001, IATF 16949,
- ISO 14001, ISO 45001,
- Malaysian Standard, CE, SIRIM etc

- Maximize efficiency and producibility**
- Improve product quality & quality consistencies**
- Increase competitive advantage**





# Research Opportunities

To work with Industry / Manufacturers

## ❑ Equipment(s) to ease manufacturing

- To reduce the manual labour (semi / full automation)
- Provides data collection and analytics (Big Data)
- New Technology / Tool designs – improve processes, increase productivity, efficiency and quality
- Reduce Energy Consumption
- Easy to adopt and use (don't need special skill)

# Products and Raw Materials



Eco product

- Products with Green content
- Recyclable & Reusable
- REACH compliance



# Products & Raw Material Research Opportunities



High Tech  
Products?

Safety &  
Health?

- Innovation on existing
- New Invention

New  
Technology ?

Social &  
Compliance?

Environment?



# Marketing & Networking Strategy



- ❑ Stimulate demand for the product and services
- ❑ Address current and future market needs
- ❑ Engage in Social Media & Digital Marketing platform to reach to masses
- ❑ Participate in Trade Shows
- ❑ Branding

# THANK YOU

“QUALITY RUBBER PRODUCTS POWERED BY INNOVATION”