

After the Group Managers' Conference which was attended by the key senior management staff of Texchem on 17 January 2022, Mr Yap Kee Keong addressed the executives and middle management staff to cascade his direction for the organisation moving forward in 2022.

Texchemers who attended from Wisma Texchem were from Industrial, Restaurant and Corporate Services Division. The talk was held on 27 January 2022 and in the 3-hour session, Mr Yap shared the corporate updates and major challenges faced in 2021 and the group's direction for 2022. This was particularly important as Texchemers are then made aware of where we are heading. From Mr Yap's sharing, we know that we are currently an organization that is above average and our goal is to become a strong organisation. How do we do this? Each of us need to carry the mindset of "Do not be Complacent, Be Competitive" and move in the same pace and direction as the organisation. This is what is meant by "Power of Shared Vision".

Last year in his CEO talk, Mr Yap gave us a simple and efficient advice on how to get things done - Faster, Cheaper and Better (a very easy concept to follow either in the workplace or life) as well as "Make it Work". This year, to bring it to a greater heights, we need to "MAKE IT BETTER"!



Group CEO Engagement and Talk at Wisma Texchem



We would like to express our sincere thanks to Mr Yap for sharing the corporate direction with us despite his busy schedule. Last but not least, "Do not be complacent, be competitive and continue improving!"

(Two other such CEO Talk were held at Texchem-Pack (M) Sdn Bhd and Penang HQ on 23 February and 3 March 2022 respectively).

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