

Bry-Air

Dry Facts

...from BRY-AIR

APRIL-MAY-JUNE 1991

Vol. XI No. 2

Celebration in the Air!

Bry-Air Malaysia Plant jointly inaugurated by US Ambassador and Indian High Commissioner

It was a proud moment for the Bry-Air group when Bry-Air Malaysia's plant was jointly inaugurated by H.E. Mr. Paul Cleveland, US Ambassador to Malaysia and H.E. Mr. R.S. Rathore, India's High Commissioner to Malaysia on May 20, 1991.

Bry-Air Malaysia is the first Indo-US joint venture in Malaysia and a prime example of tri-country co-operation.

Malaysia - Business Gateway to the ASEAN and Pacific Region

With both, the emergence of East Asia as a dynamically growing market and an economic force, and the increasing number of Bry-Air installations in the region, it became imperative that Bry-Air establish an even greater presence in this area.

Bry-Air Malaysia was the answer. It will effectively support the ASEAN and Asia Pacific Region with state-of-the-art air drying products.

Bry-Air Malaysia is backed by over 40 years of engineering experience and immense R & D activity in



this field is carried out by the Bry-Air group of companies —Bry-Air Inc., USA, Delair Netherlands and Bry-Air India.

In the first phase, Bry-Air Malaysia is going to manufacture desiccant-type Chemical Dehumidifiers / Air Dryers and Heat Recovery Wheels. Plastic Resin Dryers, Compressed Air Dryers, Solvent Recovery Systems will follow in the second phase.

Bry-Air Malaysia has been granted pioneer status by the Malaysian Government (MIDA), since it is the first of its kind in the country to manufacture state-of-the-art Chemical Dehumidification Systems, Plastic Resin Dryers, Energy Recovery Systems, etc.



Memorable Moments

The Inauguration... The International

Bry-Air 7th International Meet— Doing a world of good

When minds meet, great things are bound to happen.

Each year, the international meetings of the Bry-Air group bring together key people in marketing, finance, sales and the chief executives of the member companies to a common forum to assess and address the basic issue of, 'where are we today?' and 'where are we going?'.

The 7th International Meet was held in May this year amidst the picturesque surroundings of Genting Highlands Resort, Malaysia. The group had come together earlier in the week to celebrate the plant inauguration of its newest member, Bry-Air Malaysia.

Executives of Bry-Air Inc., USA, Delair Netherlands, Bry-Air India and Bry-Air Malaysia focused attention on performances, projections, activity plans, new products and new territories. In the rapidly changing scenario of world markets, customer satisfaction becomes the key operating factor for internationally operating companies. Assessing the needs of the local markets, product adaptations to suit local applications and marketing techniques to promote the products in different territories are very important factors for exchange of ideas and deliberations.

Though Bry-Air is a SME (Small Medium Enterprise), it believes in thinking globally and acting locally. This is the right ingredient for success in the emerging economic 'borderless world of today'.



Pact of co-operation—H.E. Mr. Paul Cleveland, US Ambassador to Malaysia
H.E. Mr. R. S. Rathore, Indian High Commissioner to Malaysia
Mr. Paul D. Griesse, President Bry-Air Inc., USA
Mr. Deepak Pahwa, President Bry-Air India



Unveiling a new era of environmental control



Deliberating on future strategies

S nal Meet



Meeting the press



Explaining the merits of Bry-Air Dehumidifiers to the chief guests



The celebration dinner



The Bry World family

Making Headlines

business

THE STAR TUESDAY May 21, 1991

Envoy on why US investment is lagging behind

AMERICAN investment in Malaysia is lagging behind other countries like Singapore and Taiwan because of the slow pace of economic growth and the high cost of capital.

Bry-Air (M) Sdn Bhd has a 70 per cent share now in Malaysia. Its new plant, which started operations yesterday, is expected to capture a large export market in the Asean and Far East.

Bry-Air is an air engineering company that manufactures air drying, air separation and air conditioning equipment.

Utusan Malaysia, Selasa 21 Mei, 1991

EKONOMI



PESURUHJAYA Tinggi India ke Malaysia, Encik R.S. Rathore (tengah) menerima penerangan mengenai sistem pengeringan udara (dehumidifiers) dari Presiden Bry-Air (India) Pvt. Ltd., Encik Deepak Pahwa (kanan) dan Presiden Bry-Air Inc., Encik Paul D. Griesse di pembukaan kilang Bry-Air (M) Sdn Bhd. di Bangi semalam.

Bry-Air jangka catat jualan hingga \$4 juta

BANGI 20 Mei — Bry-Air (M) Sdn Bhd., syarikat pengeluaran peralatan pengeringan udara, syarikat induknya, mengumumkan bahawa jualan mereka dijangka mencapai \$4 juta pada tahun ini.

Pelaburan AS masih lagi kecil

BANGI 20 Mei — Jumlah pelaburan Amerika Syarikat di Malaysia masih dianggap kecil berbanding dengan pelaburan dari negara-negara lain.

BUSINESS & FINANCE

NEW STRAITS TIMES

Bry-Air plans to expand \$3m plant

BRY-AIR (M) Sdn Bhd plans to expand its new \$3 million factory in Bangi, which manufactures dehumidifiers, with the expansion exercise. The plant would have to be expanded in less than two years' time because of the growing demand for dehumidifiers, components, fertilisers, pharmaceuticals and food products.

"We are not talking about the Malaysian market," said a company spokesman.

Malaysia — Mapping out Business Benefits

Malaysia is gaining ground as a land of opportunities, where natural resources abound, labour is cost effective, industrial land ample, infrastructure adequate and the currency stable.

The government is encouraging foreign private investment through various incentives. Foreign investment is estimated to have expanded by 194 per cent in the last two years and domestic investment by about 27.6 per cent. A major part of the foreign investment is from Japan, Taiwan and USA.

The main thrust of economic development is to stimulate greater and wider private sector growth. And this is precisely the reason for Malaysia's growing popularity with investors — domestic as well as foreign.

Bry-Air Malaysia — A few salient features

Government of India permission granted in 90 days.

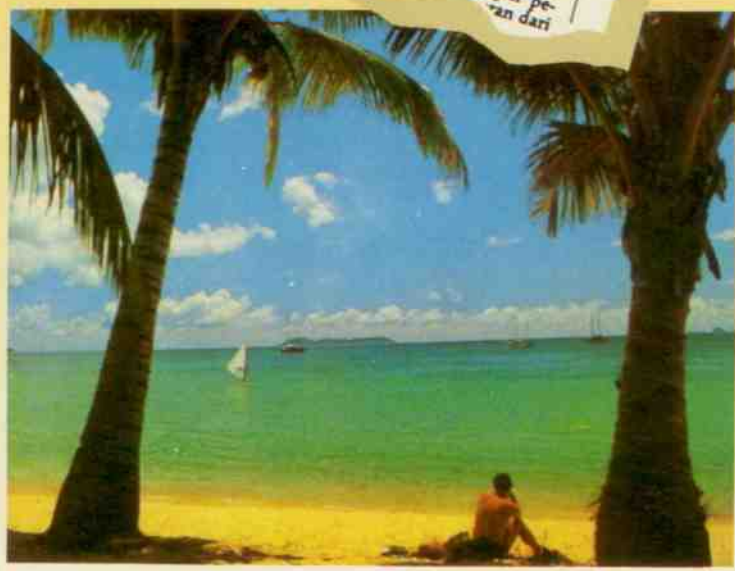
MIDA (Malaysian Industrial Development Association) approval and pioneer status granted in 90 days.

Land allotted by PKNS at the prestigious Bangi Industrial Area in 90 days.

Project building completed in 5 months.

Products to be manufactured: Desiccant Dehumidifier, Heat Recovery Wheel.

Markets — countries in the ASEAN and Asia Pacific Regions.



Bry-Air