



Mr Siew Jin Kiat

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First Local Regional Managing Director, Siew Jin Kiat, Succeeds Munenori Ando at the Helm of Epson Singapore (SEA Headquarters)

We are pleased to announce the appointment of Mr Siew Jin Kiat to the position of Regional Managing Director for Epson Singapore (SEA Headquarters) effective 1 February 2021. He succeeds Mr Munenori Ando who will return to Seiko Epson Corporation in Japan to take on a new portfolio.

This promotion to the company's upper echelon coincides with Mr Siew 25th year with Epson Singapore (SEA Headquarters). More importantly, Mr Siew will be the first local Regional MD appointed for this region, a clear demonstration of Seiko Epson headquarters' direction to promote capable local staff to key leadership position and its strong commitment in enabling talent within a culture of inclusivity and diversity.

The succession also comes at a time when Epson Singapore (SEA Headquarters) moves to a new location. The new office is accompanied by 2 solution centers that showcase Epson's wide range of corporate and industry products to help drive B2B transformation in businesses of varying size.

As we work to become the best partner to our customers in SEA through our efficient, compact, and precision technologies and solutions, a leader who understands how to bring the best of Epson to drive value for our customers is critical to our success. Over the years, Mr Siew has proven to be a strong, capable leader with a wealth of experience across various businesses and we are thrilled to have him take on this new role in a region that continues to show high potential for growth. We are looking forward to the passion and energy that Mr Siew will bring to his new leadership role.

Under Mr Siew, Epson Singapore (SEA Headquarters) has achieved strong leadership position for both its inkjet and projector business. In addition, his diverse work experience encompassing various business functions such as presales, customer service, supply chain as well as brand & communications means that he can bring a holistic perspective to challenges and strategically steer the organization in an ever changing and dynamic landscape.

We are grateful to Mr Ando's contributions to the growth of our business in Southeast Asia. In particular, Mr Ando led our strategic pivot from a largely B2C business to a stronger B2B business today. We are in a position of strength because of the building blocks he has put in place.

Commenting on his appointment, Mr Siew said, "It is an honor to lead this company of talented people in the next chapter of Epson SEA's growth story. With the collaboration and teamwork I have always enjoyed across the business, we will work together to make Epson Singapore (SEA Headquarters) an indispensable company for staff, partners and markets in a culture that promotes transparency, collaboration and creativity."

About Epson

Epson is a global technology leader dedicated to connecting people, things and information with its original efficient, compact and precision technologies. With a lineup that ranges from inkjet printers and digital printing systems to 3LCD projectors, watches and industrial robots, the company is focused on driving innovations and exceeding customer expectations in inkjet, visual communications, wearables and robotics. Led by the Japan-based Seiko Epson Corporation, the Epson Group comprises more than 76,000 employees in 87 companies around the world, and is proud of its contributions to the communities in which it operates and its ongoing efforts to reduce environmental impacts. <http://global.epson.com/>

About Epson Southeast Asia

Since 1982, Epson has developed a strong presence across major markets in Southeast Asia. Led by the regional headquarters Epson Singapore, Epson's business in Southeast Asia spans an extensive network of 11 countries with a comprehensive infrastructure of close to 500 service outlets, 7 Epson solution centres and 7 manufacturing facilities. <http://www.epson.com.sg>

About Epson Malaysia

Epson began operations in Malaysia in 1991 as Epson Trading (M) Sdn Bhd before being incorporated as Epson Malaysia Sdn Bhd. The company has the exclusive rights to market, distribute and support a complete range of leading-edge Epson consumer and business digital imaging products in Malaysia and Brunei. Today, Epson Malaysia has 84 employees and an extensive network of 61 authorised service outlets throughout the country. For more details, please visit www.epson.com.my or connect with us at www.facebook.com/EpsonMalaysia/. Related Epson articles and research can also be found at <https://blog.epson.com.my/>.