

Publication: **The Edge Markets**

Date: **4 May 2017**

Headline: **PUC Founder embarks on technological development**

Link: <http://www.theedgemarkets.com/article/puc-founder-embarks-technological-development>



## **PUC Founder embarks on technological development**

Neily Syafiqah Eusoff / [theedgemarkets.com](http://theedgemarkets.com)

May 04, 2017 14:16 pm MYT



KUALA LUMPUR (May 4): PUC Founder (MSC) Bhd has embarked on the next phase of its development by unveiling a new leadership team and reiterating its commitment to its business direction.

PUC group managing director and chief executive officer Cheong Chia Chou, who will be supported by a key management team, will continue to helm the company.

"We are optimistic about the future growth and potential of PUC as we continue to build on the company's technological prowess and competency which will be a driving force across all of our business," he said at a media briefing today.

ACE Market-listed PUC's core business still remains in integrated media services, e-commerce, technology and renewable energy.

"PUC's commitment will continue to be about developing our businesses in four key segments as each and every focus business area is important to our continued growth and advancement.

In addition to introducing the new leadership line-up, Cheong reiterated PUC's commitment in exploring new and viable business opportunities that will benefit the group as a whole.

"There is a need for industries to embrace all things digital beyond existing traditional mediums to transform into leading digital players and [that] is where we are headed," he said.