

Survey: Most local firms not social media **savvy**

> They're active online but do not track or recognise how it impacts their businesses

BY **EE ANN NEE**
sunbiz@thesundaily.com

KUALA LUMPUR: Malaysian companies are fairly active on social media but they do not recognise how it impacts their business, according to PwC Malaysia's inaugural report on social media.

The report, entitled "Getting Social: Social Media in Business", surveys the use of social media among Malaysian organisations and the level of senior management involvement.

About 69% of companies said they have at least agreed on goals for their social media activities, but many do not have a clear strategy or formal performance measurement initiatives in place to track the return of investment of social media.

Over half (57%) of companies

do not track the impact of their social media activity on their business.

The survey also revealed that 70% of respondents agree that C-suite participation on social media helps their leadership respond better in times of crisis.

In a separate online straw poll PwC conducted among social media users, 77% of the respondents feel that a CEO's presence on social media directly impacts how they feel about the brand.

Even so, most of the C-suite (47%) use social media purely on a personal basis while only 29% use it to engage with external customers. This can be attributed to the fact that many at this level of seniority are not digital natives, hence they are not naturally inclined to explore social media for business purposes.

PwC Malaysia managing



Sridharan presenting the findings of PwC's survey yesterday.

partner Sridharan Nair said many Malaysian organisations do not have a robust strategy to guide their social media activities and quantify their benefits.

"This is a lost opportunity, considering the dynamic nature of social media which enables businesses to respond to what their

consumers and employees are talking about as they unfold," he said at the launch of the report here yesterday.

PwC recommends the 3As (being accessible, authentic and aware) for the leader of the future, which are qualities of the engaged CEO.

PwC MALAYSIA SURVEY FINDINGS

- ▶ **75%** feel Malaysian businesses are not doing enough to embrace social media as a business tool
- ▶ **7** out of 10 refer to a brand's social media presence before making a decision
- ▶ **84%** agree that social media at the workplace drives innovation
- ▶ **30%** have not identified or developed KPIs to measure the success of their social media activities
- ▶ **35%** do not seek any feedback from their customers on how they expect to be engaged on social media
- ▶ **60%** don't have a budget for social media yet

"No longer can the C-suite merely rely on their public relations or marketing people to shape their reputation. They need to be personally engaged with people on the ground and be on top of the latest digital trends and the way their customers interact on social media," it said.

Italians keen to participate in KL-Singapore high-speed rail job

BY **EVA YEONG**
sunbiz@thesundaily.com

KUALA LUMPUR: The Italian Ministry of Economic Development is keen to participate in the development of the proposed high-speed railway (HSR) link between Malaysia and Singapore, said its Vice Minister of Economic Development Carlo Calenda.

"We have a strong HSR network in Italy. We also have a private company with a public company operating the (Milan-to-Rome) network and it was the first liberalisation in HSR in Europe. We

have strong competence," he told reporters after a Malaysia-Italy business forum yesterday.

"Our territory (terrain) is very difficult for HSR because we have mountains and seismic problems, which were issues that have challenged us in the past. We have acquired very good know-how and we want to establish contact (with Malaysia) in this sector," he added.

Calenda said although his ministry has not started talks with its Malaysian counterpart yet, an Italian company involved in the electronics signal part of the railway business has had

preliminary contact with Malaysia.

"What we would really like to do is to be part of the (proposed project's) preliminary phase because we can give you some good insights on how to develop this. It (HSR) would be an expensive project and a fantastic tool to build business," he said.

The HSR connecting Kuala Lumpur to Singapore will cover 330km and cost RM40 billion. It is expected to cut travel time between the two cities to 90 minutes.

Calenda, who is leading a 100-member business delegation for a two-day visit to Malaysia, said his

ministry has outlined its focus for its next business mission in Malaysia to include sectors such as green chemical, ship building, consumer goods, biotechnology and health, in addition to HSR.

He said the Italian government is also keen to work in the consumer goods sector as there are segments of Italian consumer goods that are not represented here and it plans to bring these companies to Malaysia to explore investment opportunities here.

He said it has placed Malaysia at the centre of its promotional activity and aims to conclude an

action plan for the next two years.

Calenda said the government's role is to continuously provide occasions for companies to meet and to highlight potential opportunities.

Currently, the total value of investments from Italian companies in Malaysia is between €200 million and €300 million (RM880 million and RM1.32 billion), involving 99 investments from 17 industrial sectors.

Calenda said exports from Italy to Malaysia for the first eight months this year stood at almost €700 million (RM3.08 billion).

Felda wins Uralkali deal to distribute potash

BY **PREMALATHA JAYARAMAN**
sunbiz@thesundaily.com

KUALA LUMPUR: The Federal Land Development Authority (Felda), which has been appointed sole distributor of potash in Southeast Asia by the world's largest potash producer Uralkali, expects at least 1 million tonnes of sales per year from Southeast Asia, said its director-general Datuk Faizouli Ahmad.

He said Felda, which yesterday inked an agreement with Uralkali to form a joint venture (JV) company

for potash distribution, will focus on securing potash deliveries to the plantations of Felda and other government plantations in Malaysia and other countries.

"The tenure of the JV is five years with a mechanism of prolongation. Uralkali and Felda will have equal participation in the capital and management of the JV," Faizouli told reporters after the signing ceremony here yesterday.

The JV is expected to start operations from Jan 1, 2014.

"We hope this JV can help us

(Felda) reduce the cost of fertiliser usage. Currently, we use about 500,000 tonnes of fertiliser a year. The cost saving depends on the potash price, which has been fluctuating," Faizouli said.

Potash prices are currently hovering between RM400 and RM500 a tonne.

Uralkali, which is listed on the London Stock Exchange and the Moscow Stock Exchange, is the world's largest potash producer, with a 20% share of the global market.

Delloyd partners TIMS to make car parts in Thailand

PETALING JAYA: Delloyd Ventures Bhd has teamed up with TIMS Technology (Thailand) Co Ltd to jointly manufacture and supply automotive components to its original equipment manufacturing (OEM) customers in Thailand.

Delloyd Ventures Bhd said its unit Delloyd Industries (M) Sdn Bhd on Dec 6, 2013 signed an agreement with TIMS Thai to form a joint venture (JV) company known as Delloyd-TIMS (Thailand)

Co Ltd (DTT) for the purpose.

Under the deal, DTT will manufacture and supply door checks, door hinges, hood hinges, tail gate hinges and trunk-lid hinges for the Thai market and for export at its plant to be located in the Ayutthaya Province.

Delloyd and TIMS Thai will subscribe to 90% and 10% of the shares in the JV company for 90 million baht and 10 million baht respectively.

Delloyd said it will finance the JV through internal funds.

"This strategic venture is expected to strengthen the position of Delloyd Group's core business in the auto segment and better position itself in serving the needs of the auto industry in the region," Delloyd said in a filing with Bursa Malaysia yesterday.

TIMS Group of Companies has three manufacturing plants in Japan, two in China and one in Thailand.

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