

TRADE CREDIT INSURANCE GIVES SME THE CONFIDENCE TO EXPAND

CUSTOMER BACKGROUND

The client is a pioneer in particleboard manufacturing in Malaysia, and owns the single largest particleboard line in Asia-Pacific since its inception in 1976.

Having established a dominant presence in the domestic market, the company embarked on its export campaign in 1995 and now exports to over 20 markets including China, Taiwan, Japan, Korea, Hong Kong, South East Asia, the Indian subcontinent, the Middle East, Africa, and the Australasian countries.

Euler Hermes is the client's trusted trade credit insurer to **strengthen its credit risk management** and **expand its business safely in domestic and foreign markets**.

Insurable Turnover:
MYR 500,000,000

Year of Inception:
2018

Industry:
Furniture

WINNING TIPS



CUSTOMER-CENTRICITY

Euler Hermes swiftly understood the client's desire for a safe expansion plan. With the team's expertise, Trade Credit Insurance was a value-adding solution for the client to **expand its business** in both the **domestic and export markets with confidence**.



RESPONSIVENESS

Our commercial and risk teams adapted swiftly to the **latest economic trends** and **fiscal policy developments** from the government. Such cohesive collaboration between the teams ensured that **quick credit limit responses** were delivered to the client.

FIND OUT MORE

Visit our [website](#) and to see how Euler Hermes helps SMEs minimise risk and trade more confidently



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