**PBEC Welcomes New Member Datuk Adam Yee MD & CEO of Powerwell International Sdn Bhd**

Powerwell International Sdn Bhd is a wholly owned subsidiary of Powerwell Holdings Bhd KLSE: PWRWELL**. The Powerwell Group**, is a specialist in the design, manufacturing and trading of electricity distribution products with over 25 years of experience in supplying it's products for both local and international projects. All of the Group's LV switchboards and MV switchgears are customised equipment that are tailored to the needs of a building or an infrastructure.

Adam Yee is currently their Managing Director & CEO of Powerwell International Sdn Bhd. Adam is also a member of the Board for the Malaysian German Chamber of Commerce (MGCC) and a subcommittee member for Construction and Development for Malaysia China Business Councils (MCBC). With Adam leading the helm, his appointment in Powerwell in 2022 has accelerated the company’s successes even further. After his on boarding in 2022, he has set the sustainable growth vision for the group named as Vision 2028 – a sustainable growth for the next 5 years focusing on Operational Excellence, profitability growth, innovation & sustainability.

Being a business that specializes in energy distribution and industry solutions, Powerwell has over 250 employees, 4 manufacturing facilities and boasts of a strong presence in over 15 countries worldwide.

Adam was previously the President & CEO of Siemens Malaysia, spearheading the industry business since 2010. There, he was the Head of Digital Industries in Malaysia, overseeing market strategy and business development and implementing various frameworks to improve the company’s sales and market approach. It was then that he began accumulating many years of working experience in engineering and technical environments, leadership, P&L, business transformation and became a well-known speaker and thought leader to topics related to Industry 4.0 & sustainability.

In 2021, Adam was conferred the Top 50 Impact Lifetime Achievement Awards Business Excellence by KSI Strategic Institute for Asia Pacific, which was awarded by T.Y.T Tun Seri Setia Dr Haji Mohd Ali bin Mohd Rustam, Yang Di-Pertua Negeri Melaka. In the same year, Adam has received the honorable conferment by the Governor of the state of Melaka T.Y.T Tun Seri Setia Dr. Haji Mohd Ali bin Mohd Rustam for the “Companion Class II of the Exalted Order of Melaka” D.P.S.M.

“I’m honoured to join the Pacific Basin Economic Council an NGO that has been leading in the region on advocating commerce and trade relations since 1967. As a frequent speaker, I like to share my views about some of the challenges faced by the Malaysian manufacturing industry and the efforts of raising awareness around environmental, social & governance (ESG). This especially benefits the numerous Malaysian manufacturers that are struggling on improving security and resiliency in the supply chain since the pandemic. In 2021, Malaysian companies exported goods worth more than RM140 billion, with a majority of it going to the EU region. Having that in mind, I feel that exporters will need to adjust to the upcoming legal changes if they want to stay competitive as suppliers. Given its mandatory nature, the new rules will be non-negotiable for EU purchasers. As it is now, businesses with ESG practices are responsible for nearly 37.4% of the country’s GDP and 47.8% of the country’s employment. There’s no doubt that manufacturers will have to deal with the ongoing global economic headwinds. This means that manufacturers need to look for ways to be nimble and responsive in adapting to the changes that are coming quicker than any leader imagined. Clients expectations are to see more efficiency than ever while also shortening the delivery time to market. Today, over the past 18 months or so since I took the helm, I am proud to see the Powerwell Group achieve a turnaround performance for the financial year 2022/23 with 98% increase of revenue year-on-year, along with 326% profitability year-on-year.

Powerwell even received the Malaysia Global Business Icon Leadership Award in April 2023. Needless to say, the public engagement for the Group has significantly increased, which is also thanks to the dedication of our communication team and to organisations like PBEC who provide a valid and unique platform for engagement amongst different industry peers and Government officials.” **Said Datuk Adam Yee.**