



**News Release**

**For Immediate Publication**

## **ARTVENTURE CAMP BRINGS HOPE & JOY TO 100 CHILDREN IN SARAWAK**

***Nippon Paint holds ArtVenture Camp in Miri***

**Miri (Sarawak), 21 November 2017** – Asia’s No. 1 total coating solutions provider, Nippon Paint, through its flagship corporate social responsibility programme called Colourful Dreams has rolled out its third instalment of the ArtVenture Camp (*previously known as Colourful Dreams Camp*) for 100 local children of Sekolah Kebangsaan Pujut Corner in Miri, Sarawak.

In collaboration with Yayasan Generasi Gemilang (YGG), the ArtVenture Camp is a two-day camp that facilitates the children to learn creative thinking skills, reinforce positive self-worth and build their confidence through interactive learning sessions apart from various art and craft exposures.

**“In meeting the emotional needs of children, Nippon Paint, aspires to guide these young ones to help them grow into confident individuals – The ArtVenture Camp was carefully designed to allow the children to shine and explore their potential through lessons of resilience and self-acceptance. With the take-home lessons which combine both learning and play elements, it is humbling to see how receptive the children are in wanting to better understand themselves, learning that they are each uniquely created and the talents that they have (and these talents beyond artistic talents). By providing these children with an avenue to express themselves through team participation and creative arts, we can see their genuine desire to explore their creativity, build their emotional security and express their social skills. Truly, there could be nothing more meaningful than to see these young ones realise their self-worth and placing in society,”** said Teri Choong, Director of Corporate and Community Outreach of NIPSEA Group.

Through the adventurous “outer-space” theme highlighting a fictitious character named “Jojo”, the children were introduced to new learning elements such as language, critical thinking and character-building lessons. The camp created the opportunity to develop their confidence and explore their creativity through various art tools such as paint and craft works. Additionally, team-player games, story-telling and sing-a-long sessions were conducted to further instil positive values within the children in an interactive and fun manner. Essentially, the ArtVenture Camp helped to develop the children’s self-confidence through their completed work and to encourage and cultivate confidence in sharing about their achievements and learning to work as a team with their fellow schoolmates.

Prior to the camp, 20 volunteers from across South East Asia were equipped with the necessary skills and resources via a “Train the Trainers Programme”, to learn and conduct engaging learning activities for the children and to build greater understanding of the children’s emotional needs. **“Regional volunteers from Vietnam, India and Japan came together to serve in Miri, Sarawak although they were unable to speak the local language of Bahasa Malaysia, which was the medium of instruction of the camp. All our volunteers were only trained and encouraged to speak in only one common language – that is the language of LOVE,”** Choong added.

**“Our volunteers experienced first-hand the result of this language through their service and broke down in tears during our reflection exercise on how they, the volunteers, received education of determination, gratefulness, appreciation, kindness, grace and joy from the children – sometimes values that they as adults seem to forget when in the corporate rat race. Now they can return to their countries and train their fellow colleagues in the same manner and customise the ArtVenture Camp suited for their culture. What was most important was the impact that it has made not only to the lives of the children but to all our volunteers as part of their personal development.”**

Colourful Dreams is Nippon Paint Malaysia’ CSR initiative which aims to **“Create Joy for Today, Hope for Tomorrow”** through sustainable programmes and initiatives such as the ArtVenture Camp. Nippon Paint incorporates art and creativity as one of the programme’s main tools to address both physical environment and self-developmental needs of children. To date, ArtVenture Camp has impacted more than 500 children across Peninsular, East Malaysia and Indonesia.

**“Corporate Social Responsibility has and will always be in our DNA. To bring our efforts to the next level, Nippon Paint is adopting an Inclusive Business approach to inspire and empower not only our staff at Nippon Paint, but to also invest in communities to contribute towards a more sustainable future. This can only be achieved by creating shared values with the community and building lasting relationships with our stakeholders,”** concluded Choong.

NIPSEA Group, the parent company of Nippon Paint Malaysia, adopts an Inclusive Business Approach, a unique approach to build both the business and the community through its 4 key pillars – *Education, Empowerment, Economic and Environment*.

The pillars were conceptualised to harness the core competencies of the business to provide children with access to education in safe and conducive learning environments that will help them to achieve sustained advancement for their future. Communities are also empowered and equipped with skills and knowledge, empowering local communities and instilling confidence and ownership to overcome challenges. To build economic sustainability, the group adds value to both businesses and lives in the community by creating employment opportunities through skill-based training and presenting exciting new market opportunities, as well as moving low-income communities out of the poverty cycle into long-term sustainability. It has always been the company's priority to implement sustainable business practices that respect and protect the earth, and creating products that complement nature and care for the environment.

\*\*\*\*\*

### **About NIPSEA Group**

NIPSEA Group, a company established in 1962 in Singapore, the backbone and the company behind the Nippon Paint brand with its first ever Nippon Paint manufacturing plant built in Singapore. NIPSEA Group employs over 20,000 employees with 61 manufacturing facilities and operations in 15 countries efficiently serving all aspects of the business from product innovation, manufacturing, production, consulting, design to customer satisfaction.

After more than 50 years of phenomenal growth and exemplary leadership, NIPSEA Group has grown strength to strength as a prominent paint and coatings specialist trusted by professionals and users, beautifying urban landscapes and continually creates superior products to enhance people's lives. The corporation is recognized for its dedication to quality, innovation and excellent customer service and experience. With 69 NIPSEA companies spread far throughout Asia, it understands the local needs of its customers in every community. Each company embraces diversity and operates together as one corporation. NIPSEA Group has maintained its number one position as the dominant coatings manufacturer in the Asia Pacific region in production and sales revenue through the years, making significant contributions to the development of the Asian Pacific coatings industry.

NIPSEA Group has expanded to a total of 15 Asian countries and regions including Singapore, China, Hong Kong, Malaysia, Vietnam, South Korea, Thailand, Taiwan, India, Pakistan, Sri Lanka, Bangladesh, Philippines, Indonesia and Middle East and still growing to date. It has become the best coatings partner for architectural, automotive, industrial, marine, O&G, specialised clients and millions of families across the world.

### ***For more information on NIPSEA GROUP:***

*Ms. Teri Choong*  
*Director*  
*Corporate & Community Outreach*  
*Corporate Communications & PR*  
**Email: [terichoong@nipsea.com.sg](mailto:terichoong@nipsea.com.sg)**  
**Mobile: +65.9057.1718**

*Ms. Melodie Yap*  
*Assistant Manager*  
*Corporate & Community Outreach*  
**Email: [melodieyap@nipsea.com.sg](mailto:melodieyap@nipsea.com.sg)**  
**Mobile: +65.8862.9800**

## **About Nippon Paint Malaysia Group**

The Nippon Paint Malaysia Group (“NPM Group”) is currently Malaysia’s No. 1 Total Coating Solutions provider, enjoying its market leadership position since 2008. The NPM Group is part of the Nippon Paint Group, which is currently Asia’s No. 1 coating manufacturer spanning 15 countries, built on a heritage of over 130 years dating back to 1881 in Japan.

Established in 1967 as Nippon Paint (Malaysia) Sdn. Bhd., the company has since grown in leaps and bounds, and today, has emerged as a significant regional player within the coatings industry with presence in countries such as Pakistan, the Philippines, Bangladesh, Thailand, Iran and Indonesia.

The NPM Group places strong emphasis in Research and Development (R&D) activities, which remains a core priority to its success in product innovation. As a global leader in coating technologies with a database of more than 10,000 paint formulations, the NPM Group prides itself in being a Total Coating Solutions provider with a multi-segment portfolio of offerings ranging from Architectural, Automotive, Industrial, Protective to Marine coatings.

The Group has won consumer choice awards such as the Reader’s Digest Trusted Brand Awards (2006-2017) and Putra Brand Awards (2010-2017), as well as received industry accolades such as the Best Company for Leadership in Paint Technology Asia by IAIR in 2014 and Frost & Sullivan’s Paint & Coatings Company of The Year in 2011, the Paint Company of the Year 2016 and New Product Innovation Leadership Award 2016. In its concerted effort to champion sustainability towards a greener footprint, the Group has received the Green Label Certification (by the Singapore Environment Council), EcoLabelling Certification Licence (by SIRIM QAS International) and several Green Excellence Awards by Frost & Sullivan.

### ***For more information on Nippon Paint Malaysia:***

Website: [www.nipponpaint.com.my](http://www.nipponpaint.com.my)

Facebook: [www.facebook.com/nipponpaintmalaysia](http://www.facebook.com/nipponpaintmalaysia)

YouTube: [www.youtube.com/NipponPaintMalaysia](http://www.youtube.com/NipponPaintMalaysia)

Toll free no: 1-800-88-2663

---

### ***Issued by Perspective Strategies. For media enquiries, please contact:***

Tel: 03 - 7491 3138, Fax: 03 - 7733 3138

Charmaine Jeeva, Ms

Email : [charmaine.jeeva@perspective.com.my](mailto:charmaine.jeeva@perspective.com.my)

Mobile : 012 – 610 4802

Sam Jo Lene, Ms

Email : [jolene.sam@perspective.com.my](mailto:jolene.sam@perspective.com.my)

Mobile : 016 – 4833 801