Global brands, regional footprint

Tye Soon Ltd managing director Peter Ong tells Mano Sabnani how the group has diversified its peripheral businesses and assets, and is now set to grow its core automotive parts business in the region with new energy, deep talent and lots of cash.

Tye Soon Ltd currently distributes automotive components, outlooks and auto-repair centres in the region. To further expand its position, Tye Soon has set up seven operations in several countries spanning the Asia-Pacific.

Today, the group is the most prominent independent automotive parts distributor in Southeast Asia. Tye Soon turnover in 2011 amounted to $156 million. It made a strategic diversification into the food distribution business with the incorporation of Yamakawa in 2001 and acquired the distribution rights for Japanese brands such as Kiton man soya sauce. Medical and pharmaceutical brands such as Sanofi-Aventis, UCB, Astellas, Kikkoman and watches.

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