



# press release

## Humble beginnings no barrier to success

*Founder shares recipe behind Serba Dinamik's journey to becoming global household name*



*Abrar A Anwar, MD & CEO, Standard Chartered Malaysia (left) with Dato' Dr Ir. Mohd Abdul Karim Abdullah, Group MD & CEO, Serba Dinamik Holdings during the fireside chat session*

**KUALA LUMPUR, 19 February 2019** – When international energy services group Serba Dinamik Holdings Berhad was listed on Bursa Malaysia in 2017, one of its goals was to be positioned as a multinational player of choice.

Its Group Managing Director and Chief Executive Officer Dato' Dr Ir Mohd Abdul Karim Abdullah reveals that one of their strategies to achieving that is with technology.

He touched on the subject while speaking at Standard Chartered Malaysia's Leadership Series, emphasising on the importance of Serba Dinamik embracing Industrial Revolution 4.0 (IR 4.0).

"I believe that as a service provider, we need to be comprehensive in our range of services. We aim to serve our customers so that they don't need to look for an alternative," he explains.

It is this basis that led the group to acquire eNoah iSolution India Private Limited several months ago. As an information technology solutions provider, the latter fit perfectly into Serba Dinamik's expansion into the technology sector.

No stranger to acquisitions, Dato' Karim shared that the group's rationale in acquiring other companies is not to become the majority shareholder but to expand its geographical presence.

"Studies have found that many corporations who become the controlling shareholder in the entities they acquire end up failing because despite being the major shareholder, the local company remains the driver as they are familiar with the local landscape," he explained.

At the end of the day, however, he believes the driving force of a successful business is people. As such, Serba Dinamik remains true to the three elements it has adopted since day one; customers, stakeholders and employees - each of which he credited with helping Serba Dinamik gain the recognition it has received within the public and private sectors.

Abrar, in concluding the event, said the Inspiring Leadership series is aimed at creating a platform for knowledge sharing, as well as to inspire a new generation of leaders to learn from industry leaders across Malaysia: "This is in line with the Bank's long-lasting commitment towards the development and growth of the nation, and as Malaysia's first bank."



*(From left) Govin Junior Lim, Director and Head, Large Corp, KL & Southern Region, Commercial Banking, Standard Chartered Bank Malaysia; Andy Lim, Country Head, Commercial Banking, Standard Chartered Bank Malaysia; Abrar A. Anwar, MD & CEO, Standard Chartered Bank Malaysia; Dato' Dr Ir Mohd Abdul Karim Abdullah, Group MD & CEO, Serba Dinamik Holdings; Ali Allawala, CEO, Standard Chartered Saadiq Malaysia.*

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### **Serba Dinamik Holdings Berhad**

Serba Dinamik Holdings Berhad ("Serba Dinamik Holdings") was incorporated as a private limited company in Malaysia, under the name of Serba Dinamik Holdings Sdn Bhd on 2 December 2015, and was subsequently converted into a public limited company on 13 May 2016. Established in 1993, Serba Dinamik Holdings, through its subsidiaries, provides engineering solutions servicing to the oil and gas and power generation industries with operations in Malaysia, Indonesia, United Arab Emirates, Bahrain and United Kingdom. Serba Dinamik Holdings is an investment holding company and is principally involved in the provision of management services.