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Smart Asia Chemical Bhd enters into a business joint venture arrangement with Keshun International Construction and Trading Sdn Bhd to drive innovation and expand manufacturing footprint in Malaysia's waterproofing and construction chemical sector.

Kuala Lumpur, Malaysia – In a move to expand its footprint and accelerate innovation in the construction chemical sector, **Smart Asia Chemical Bhd (SAC)** has entered into a business joint venture arrangement with **Keshun International Construction and Trading Sdn Bhd (Keshun)**, a subsidiary of renowned **Keshun Waterproof Technologies Co., Ltd. (CKS)**, a global leader in waterproofing and construction chemical solutions based in China. This collaboration aims to develop waterproofing and construction chemical solutions tailored for the Malaysian market.

As part of the arrangement, SAC and Keshun will invest up to a total of RM10 million in two joint venture companies, namely Smart CKS Manufacturing Sdn Bhd and Smart CKS Marketing Sdn Bhd. SAC will hold 51% stake in Smart CKS Manufacturing Sdn Bhd and 49% stake in Smart CKS Marketing Sdn Bhd, while Keshun holds the reverse, reflecting a balanced partnership focused on production growth and market penetration.

“This joint venture marks a significant milestone in our journey into the waterproofing and construction chemicals market,” said Goh Chye Hin, Managing Director of SAC. “By leveraging SAC’s strong local expertise and CKS’s global innovation capabilities, we are confident in delivering high-performance waterproofing solutions tailored to Malaysia’s evolving construction landscape.”

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About Smart Asia Chemical Bhd

Smart Asia Chemical Bhd (SAC) develops, manufactures, and distributes a wide range of decorative paints, protective coatings, and colourants for both household and industrial use. With brands like Smart Paints, Durra Paints, Toplus Paints, and Hunter Paints, SAC delivers durable, innovative, and aesthetically driven solutions backed by ongoing R&D and a strong commitment to quality.

About Keshun International Construction and Trading Sdn Bhd

Keshun International Construction and Trading Sdn Bhd is the Malaysian arm of China’s Keshun Waterproof Technologies Co., Ltd., a global leader in waterproofing and construction chemical solutions. Backed by decades of R&D and a comprehensive product portfolio, the company delivers advanced, reliable systems to support Malaysia’s building and infrastructure sectors.

About Keshun Waterproof Technologies Co., Ltd. (CKS)

CKS, founded in 1996 and listed on the Shenzhen Stock Exchange, reported 2023 revenue exceeding RM4.5 billion. The company operates more than 10 manufacturing and research and development bases and holds over 700 active patents. Notably, CKS is ranked among the Top 100 listed building materials companies in the world, with waterproofing systems used in landmark projects such as the Hong Kong-Zhuhai-Macau Bridge, Beijing Daxing Airport, and Malaysia's own Tun Razak Exchange (TRX) in Kuala Lumpur.

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