

A delightful story of success spanning 25 years

Back in 1933, in the land of the rising sun, the vision and passion to create the world's best camera gave rise to the birth of Canon Inc. In 1987, this enterprising vision and burning passion reached the shores of Malaysia, and Canon Marketing (Malaysia) Sdn Bhd was born. This is the story of Malaysia's much-loved brand and the world's pioneer in imaging technology.

1987 – Soon after the grand opening of Canon Marketing Malaysia, the people of Malaysia were introduced to the very first plain paper fax in the nation. The year also witnessed the officiating of a giant Canon billboard located near the KL Railway station by the Minister of Science and Technology.

1992 – Canon Marketing Malaysia's strong growth necessitated its move to a bigger head office in the Avon building. Thereafter, the Nimble Fingers Typing Challenge was held to promote Canon's line of typewriters, which subsequently conquered the market with a 70% share. Canon Marketing Malaysia then signed on Ella – Malaysia's queen of rock – as a brand ambassador, making Canon the first international brand to work with local talents.

1994 – The launch of the highly popular Bubble Jet printers and the announcement of the printers' spokesperson, Hong Kong singer and actress Vivian Chow, brought more delight to Malaysia.

1995 – The unveiling of the first ever colour copier in Malaysia was quickly followed by the arrival of EOS 888, the first DSLR camera of its kind in Asia. Yet another triumph was the appointment of Hong Kong superstar Simon Yam as a brand ambassador for Canon cameras.

1996 – Canon Marketing Malaysia won the single largest copier tender worldwide.

1997 – The joyous celebration of Canon Marketing Malaysia's 10th Anniversary concluded its first decade in the country with a grand flourish.

1998 – Canon Marketing Malaysia continued to explore new frontiers, contributing to the development of sports by becoming main sponsors of the Commonwealth Games and providing support for the professional cameramen covering the event. Canon Marketing Malaysia then dominated the DSLR camera market with the introduction of EOS 88.

1999 – Peremba Square became Canon Marketing Malaysia's stylish new head office and showroom. Later in the year, the World Cup Golf tournament was a sensational success, thanks to Canon Marketing Malaysia's support as a main sponsor.

2000 – Canon Marketing Malaysia welcomed the new millennium by celebrating a historic total sales turnover of RM363,299,683 and launching the very first colour fax machine in the nation.

2002 – The arrival of the imageRUNNER range of multi-function devices and CP printers in the market ushered in a new era of business productivity and personalised photo printing possibilities. The local art scene also received a big boost from Canon Marketing Malaysia, who collaborated with Mr Alan Tan and sponsored the Riverdance performance.

2003 – Canon Marketing Malaysia took bigger strides ahead with the launch of the PIXMA range of printers, which sealed Canon's position as No. 1 in the inkjet printer market. Canon Marketing Malaysia also created history together with the Malaysian tenpin bowling team, which gained great benefit from Canon Marketing Malaysia's sponsorship and went on to win numerous medals in international competitions.

2004 – The first ever Canon Lifestyle Concept Store was opened in Suria KLCC, revolutionising Malaysians' shopping experience and making it possible for Malaysians to purchase, service, and experience their favourite Canon products all under one roof. Adding to the excitement was the appointment of Malaysia's first professional golfer, Danny Chia as a brand ambassador and the announcement of world-famous professional tennis player, Maria Sharapova as a global ambassador for PowerShot cameras.

After unleashing a revolution on the world of printers with the arrival of the imageCLASS all-in-one laser printers, Canon Marketing Malaysia surpassed the competition with the unveiling of DC10 and DC20, the world's smallest and slimmest DVD camcorders. In its never-ending pursuit of customer satisfaction, Canon Marketing Malaysia launched the Canon Experience campaign, which impressed upon all Canon personnel the importance of making the Canon experience a delightful one.

2005 – The year Canon Marketing Malaysia introduced the XEED projector to the nation was also the year Mr Liew Sip Chon took the helm as President and CEO of the company. In fact, he was the first Malaysian to head the company's operations in the country under that capacity.

2006 – A year of many historic firsts, 2006 witnessed the opening of the very first Canon Print & Sprint Digital Centre in PWTC, the arrival of the first ever 12-colour imagePROGRAF printer, the launch of the very first high definition camcorder, and the unveiling of the fastest full-frame DSLR camera – EOS-1DX. The year also celebrated the opening of the second and third Canon Lifestyle Concept Stores in Mid Valley Megamall and Pavilion respectively.

2007 – Held in the Kuala Lumpur Convention Centre, Canon Expo 2007 drew droves of visitors with its display of present products and past prototypes, seminars and workshops, games and lucky draws. Canon Marketing Malaysia then celebrated its 20th Anniversary in great style, ending its second decade in the nation on a highly delightful note.

2008 – Canon Marketing Malaysia continued to bring delight to Malaysian consumers with the opening of the fourth and fifth Canon Lifestyle Concept Stores in Sunway Pyramid and 1Utama respectively. The opening of the Canon Pro Digital Imaging Centre and the unveiling of Canonfoto were also warmly welcomed by Malaysian consumers. In line with its corporate philosophy of kyosei, Canon Marketing Malaysia sponsored 10,000 copies of The Star for The Star NIE School Sponsorship Programme and implemented the Canon Goes Green Tree Planting Project.

2009 – A year of tremendous growth, 2009 saw Canon Marketing Malaysia sponsoring the Langkawi International Maritime and Aerospace Exhibition (LIMA) 2009.

2010 – In a strong show of support for the local sports scene, Canon Marketing Malaysia served as the title sponsor of the 33rd Canon Malaysian International Open Bowling Championship and the subsequent Canon Cup 2010. Canon Marketing Malaysia also showed concern for the needy through various charitable activities, giving away 5,000 school bags to primary schools across the nation, donating printers and goodie bags to underprivileged students under the PIXMA Cares project, and raising RM30,000 for the Narine Poverty Reduction Initiative (NAPOREE) under the Paint My Ride charity programme.



The unveiling of three new IXUS compact cameras and the launch of the Canon Camera (Malaysia) Facebook app further advanced Canon Marketing Malaysia's lead in the market. The introduction of 21 new imageRUNNER ADVANCE models was also testament to Canon Marketing Malaysia's commitment to the needs of business users, who can better manage and customise their workflows through the advanced technologies of the new imageRUNNER ADVANCE series.

Canon brand ambassador Simon Yam and a bevy of local celebrities helped Canon Marketing Malaysia to celebrate its achievement for the first quarter of the year during the glitzy and glamorous Canon Celebrates with Celebrities event at SohoKL. Additionally, winning Gold Awards in the Reader's Digest Trusted Brands 2010 survey for the Camera and Multi-function Printer/Copier categories made the year all the more remarkable.

The year also witnessed Mr Melvyn Ho taking over the helm as the new President and CEO of Canon Marketing Malaysia. Prior to joining Canon Marketing Malaysia, Mr Melvyn Ho was the Vice-President of Canon Singapore for Consumer Imaging and Information regional business, and he possesses in-depth experience in managing the business performance of Canon consumer products. His active involvement in affiliate companies throughout Asia, sharp business acumen, and strong organisational skills give him an exceptional edge in taking Canon Marketing Malaysia to greater heights of success.

2011 – Canon Marketing Malaysia dominated the market with the introduction of 8 PIXMA inkjet printers, 16 imageCLASS laser printers, five LV LCD projectors, and two EOS DSLR cameras. Debuting with the new EOS models was the new brand ambassador of EOS, Malaysian-born Mandopop idol Penny Tai. Another victory was clinched with the Eye on Canon showcase in Mid Valley Megamall. The biggest one in the year, it featured the latest Canon products, exciting activities and promotions, and a special appearance by Taiwanese boyband and Canon brand ambassadors Fahrenheit.

Apart from sponsoring the V Commonwealth Tenpin Bowling Championship, 34th Canon Malaysian International Open championship, and Canon Cup 2011, Canon Marketing Malaysia also gave back to the community by collaborating with the Malaysia Press Photographers Association to support the needs of professional and press photographers and raising RM32,915 for charity through Canon PhotoMarathon Malaysia 2011, which featured 1,600 participants and 4,731 photo entries. To top it all off, Canon Marketing Malaysia was honoured with two Putra Brand Awards and two GfK Awards.

2012 – 2012 marks Canon Marketing Malaysia's 25th year in Malaysia. From humble beginnings with a staff force of only 52 people in 1987, it has grown to comprise 620 employees, one head office, eight branches, and a network of more than 3,000 direct channel partners, transforming Canon into a household name in Malaysia. As a result of the exceptional quality of Canon products and the diligence of Canon Marketing Malaysia's sales and marketing team, Canon is now ranked No. 1 in Malaysia for cameras, copiers, printers, scanners and calculators.

Even as Canon Marketing Malaysia grows from strength to strength, it will not waver from its dream of enriching lives through the creation of products and services that are sought after for their superior quality and reliability. Backed by a legacy of inspired vision and technological expertise, Canon Marketing Malaysia will certainly continue to delight Malaysian consumers, for now and well into the future.