

Waterco expands to Vietnam with the opening of a new sales, service centre

By **Azanis Shahila Aman** - January 4, 2023 @ 10:50am



Waterco's technical experts are ready to provide professional advice and technical support to customers in Vietnam.

KUALA LUMPUR: Waterco (Far East) Sdn Bhd has expanded its global business footprint to Vietnam by establishing a sales and service centre in Ho Chi Minh City.

The opening of a new sales and service centre marks Waterco's accomplishment in broadening Southeast Asia's access to clean water by providing advanced technical support to its customers, distributors and dealers.

Waterco regional business development manager Koo Zao Cheong said the sales and service centre in Vietnam serves as the arm to address the increasing demand for water filtration and sanitisation solutions for both industrial and household applications.

Koo said the company has a positive outlook on the industry given the increasing demand for solutions that cater to clean water supply, wastewater treatment and quality of living.

"With broadened access to innovative water filtration and sanitisation technologies in the market, we expect double-digit growth in sales revenue for the next 12 months," commented Mr Koo.

With over 40 years of experience in the water industry, Waterco has gained a strong presence in Southeast Asian countries, including Vietnam, Thailand and Indonesia - with Vietnam being one of its largest markets.

In addition to innovative products and better customer service, Waterco hopes to further address customers' education on water filtration systems following its business expansion.

Waterco has launched Waterco Advance, an e-learning platform that provides information, seminars and mini-workshops to instil knowledge on the importance of clean and safe water usage and equipment selection to assist customers in making informed purchasing decisions.

According to Koo, customers nowadays look for product quality and innovation improvements to stay relevant and competitive in their respective industries.

Nevertheless, he said the general population still needs to gain knowledge on selecting water filtration and sanitisation systems that suit their needs and the impact of their selections down the line.

"Apart from the professional advice and assistance from our well-trained staff, we hope to educate our existing and potential customers on the necessary information.

"This will help them select the appropriate products that will bring advantages such as cost savings and minimal maintenance in the long run," he added.