



Delighting You Always

A delightful story of success spanning 30 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 Malaysians.

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 as the company 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.



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2000 – Canon Marketing Malaysia welcomed the new millennium by 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.

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. Canon's tagline for Asia, 'Delighting You Always' was launched in this year.

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.



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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 One Utama 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 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.

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.

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 grand Eye on Canon showcase in Mid Valley Megamall. 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. To top it all off, Canon Marketing Malaysia was honoured with two Putra Brand Awards and two GfK Awards.



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2012 – This year marks Canon Marketing Malaysia’s successful 25th year in Malaysia. Making more breakthroughs in the camera market, the EOS-1D X digital SLR camera with high levels of image quality and speed performance as well as Canon’s first mirrorless camera, the EOS M, a compact-system camera that offered digital SLR camera-level image quality in a compact and lightweight body. In the printer category, the PIXMA PRO-1 professional inkjet printer, featuring the newly-developed LUCIA 12-color ink system was introduced. The second Eye on Canon showcase successfully garnered proceeds amounting to RM15,755 which was donated to Yayasan Sunbeams Home for the construction of two new homes for underprivileged boys and girls.

2013 – As a leader in the imaging industry, Canon Marketing Malaysia further cements its position by rebranding all Canon Lifestyle Stores as Canon Image Squares. A digital compact camera which takes six unique images with each shot was released under the PowerShot N digital compact camera. For new shooting styles and new ways to enjoy movies, the LEGRIA mini digital video camcorder was launched. In a unique project to promote cultural exchange among Asian children, Canon Marketing Malaysia introduced the Canon Image Bridge programme where primary school students were taught basic photography skills and exchanged their photos with 10 other Asian countries.

2014 – Canon Marketing Malaysia presented a new series into the business inkjet printer market via its MAXIFY series. The EOS 7D Mark II with high-speed continuous shooting performance and new AF system was introduced to replace its predecessor. For the production printing market, the powerful and versatile imagePRESS C800/C700 color multifunction printer was launched. The 8th edition of Canon PhotoMarathon Malaysia, attracted over 1,500 photography talents and achieved a significant collection of RM36,000 in registration fees which was donated to six charitable homes. Other highlights for corporate social responsibility included a special Photo Hunt n’ Snap treasure hunt at LEGOLAND Malaysia involving the participation of 100 underprivileged children, the Canon Image Bridge photography workshop and cultural exchange with the participation 169 students, and a partnership with Standard Chartered Bank to conduct charity fundraising for its Seeing is Believing programme via a photography workshop and exhibition for visually-impaired students.

2015 - With its constant innovations, Canon launched the EOS 5DS/EOS 5DS R high-resolution digital SLR camera with 50.6-megapixel CMOS sensor as well as the imagePRESS C10000VP production printer which has a print speed of 100 pages per minute. Making further inroads into the mirrorless market, the lightest camera in the series, EOS M10 was introduced, maintaining the high image quality associated with EOS cameras while making creative expression a breeze. As a show of our customers’ trust, Canon cameras and multi-function printers were awarded the Platinum Award by Reader’s Digest Trusted Brand, marking our 17th consecutive year of being an award winner in various categories.





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The year also saw Canon Marketing Malaysia signing an Academic Initiative Partnership MoU with KDU University College for exchange of knowledge and resources, including financial aid and the setting up of a Canon UniPrint shop on campus. The inking of another collaborative partnership with KidZania Kuala Lumpur led to the inception of a Canon Imaging Studio and Canon Photo Service at the family theme park. The Canon Image Bridge photography workshop and cultural exchange reaches out to a larger audience with 252 students.

2016 – 2016 was a momentous year with many new and exciting milestones. Mr. Andrew Koh took over the helm as the new President and Chief Executive Officer (CEO) of Canon Marketing Malaysia. With a diverse career in Canon spanning 20 years, Andrew was awarded the 3rd 'Most Influential Person in Photography' for 3 years in a row (2013, 2014, 2015) by Asian Photography magazine. Prior to joining Canon Marketing Malaysia, Mr Andrew Koh was the Vice President of Canon India for the Consumer Imaging and Information Centre. Andrew spearheaded the expansion of Canon's retail footprint through the exclusive 'Canon Image Square' stores from 100 to 200 stores throughout India.

Continuing its expansion, Canon Marketing Malaysia opened its second Customer Care Centre in the Klang Valley at one of Malaysia's largest and most comprehensive IT lifestyle malls, Low Yat Plaza. In the last quarter of 2016, Canon Marketing Malaysia's Head Office relocated to UOA Business Park, Shah Alam. The brand also celebrated 20 years as the No. 1 inkjet printer brand in Malaysia by releasing 13 new printers from the PIXMA, MAXIFY and imageCLASS series.

Through our Academic Initiative Partnership with KDU University College, four deserving KDU students were awarded the Canon Seeding Fund Financial Support with a total amount of RM17,080. Maintaining our commitment to the environment, the 'One Canon One Tree' programme was initiated in collaboration with Majlis Bandaraya Shah Alam (MBSA) where 300 of our staff and customers participated to plant 1,000 trees in Shah Alam together.

2017 – Canon Marketing Malaysia celebrates its third decade of operations in Malaysia.

Having grown from strength to strength, from its humble beginnings with a staff force of only 52 people in 1987, the company has now grown to comprise 600 employees, one head office, six branches, and a network of more than 3,000 direct channel partners, transforming Canon into a household name in Malaysia.

With constant evolvement in terms of innovation in imaging technology and provision of imaging solutions, Canon Marketing Malaysia has diversified to provide not just consumer solutions, but business related as well, reinforcing Canon's positioning as a leader in the imaging solutions industry. 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.



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