



Press Release: ALMU Name Change

Asian Lubricant Manufacturers Union announces name change

The Asian Lubricant Manufacturers Union (ALMU), a Singapore-based organisation that represents the interests of a broad range of lubricant industry businesses throughout Asia, today announced a new corporate name following approval by The Accounting and Corporate Regulatory Authority (ACRA). ALMU will now be known as the Asian Lubricants Industry Association or "ALIA". The new name reflects the diverse membership of the trade association and more closely aligns with ALIA's ambition to become the trusted voice of the wider Asian lubricants industry.

"2021 marks an important point in the evolution of this organisation," said Tan Pai Kok, Council Chairman, and Vice President of Operations, Lubricants, Asia Pacific & Middle East, Total Oil Asia Pacific Pte Limited. "Over the past three years, we have developed the platform for a united voice for the Asian lubricants industry. The objective of our corporate name change is to clearly emphasise our value proposition and allow us to continue to attract businesses from throughout the entire lubricants value chain, offering incremental benefit to our members."

"ALIA is a lubricant industry association in every sense of the word," says ALIA Executive Director, Bernard Wong. "The new name will allow ALIA to continue to collaborate industry-wide along the entire lubricants value chain of lubricant manufacturers and marketers, with their suppliers, technology partners, logistics providers, and distributors," he says. At the same time, ALIA is strengthening its strategic relationship with global equipment/car makers and our counterparts in China, America, India, and Europe. A name that better reflects the industry organisation's activities will allow ALIA to interact more effectively with these partners.

As part of the name change, ALIA has released a new company logo for marketing and brand purposes, as well as a new website, <https://asianlubricants.org/>. Otherwise, all details and structures of the former ALMU remain unchanged. Further information on ALIA objectives, membership, the ALIA Council and subcommittees, and upcoming events are available at our website <https://asianlubricants.org/>.

ABOUT ALIA

ALIA represents the combined interests of the Asian lubricants industry and provides services to help members grow their businesses. We endeavour to become the principal voice of the Asian lubricants industry as we unite around unprecedented challenges such as – smarter regulation, the advancement of manufacturing, protecting members' interests, maintaining quality alongside speed to market, and overcoming external threats such as oil counterfeiting. By encouraging collaboration and membership from independent, national and major oil companies we can more effectively advance our collective interests and overcome key obstacles facing our industry. ALIA is moving the Asian lubricants industry forward, together.

CONTACT INFORMATION

Asian Lubricants Industry Association
p. +65 6727 4690
f. + 65 6727 6889
e. secretariat@asianlubricants.org
The Gateway West, Level 35
150 Beach Road
Singapore 189720

For more information, please, visit <https://asianlubricants.org/>.

Asian Lubricants Industry Association

The Gateway West, Level 35, 150 Beach Road, Singapore 189720
Tel: +65 67274690 Fax: +65 67276889 Email: secretariat@asianlubricants.org
www.asianlubricants.org