

# TECHNICAL VISIT TO SIME INDUSTRIAL NEW HOLLAND

CPD Hours: 3 Ref. No.: IEM26/HQ/069/V

**Date** : 2<sup>nd</sup> April 2026 (Tuesday)  
**Time** : 8.00am - 1.00pm  
**Venue** : Sime Industrial New Holland Agriculture  
**Address** : 1, Jln Puchong, Taman Perindustrian Puchong Utama,  
47100 Puchong, Selangor  
**Transport** : Transportation Provided (Departure from Wisma IEM)

## SYNOPSIS

Sime Industrial is a pioneer in Malaysia's tractor and heavy equipment industry, with a legacy that began when the company acquired a Sarawak-based firm holding the Caterpillar franchise. Since then, Sime Industrial has played a significant role in national development by supplying powerful and reliable Ford tractors for the mining, construction, and agricultural sectors.

The global tractor landscape evolved when Ford's tractor division was acquired by Fiat in 1991, eventually forming CNH Industrial (CNHI) in 2012. Today, Sime Industrial continues to serve the Malaysian market under the New Holland brand, representing decades of engineering excellence and innovation. New Holland has since evolved beyond conventional tractors. It is now a comprehensive agricultural technology provider, focusing on power, precision, and profitability. Recently, Sime Industrial New Holland has also pioneered advanced technologies for cattle farming, showcasing how mechanisation and digital solutions can enhance productivity and sustainability.

## BENEFITS TO IEM MEMBERS

This technical visit offers a valuable opportunity to learn from industry leaders and experience state-of-the-art agricultural technologies firsthand, providing insights into the future of modern farming.

## ITINERARY OF THE VISIT

08.00am : Registration at Wisma IEM  
08.30am : Depart to Sime Darby.  
09.30am : Arrival at Lobby  
10.00am : Opening Remark by Representative Sime Darby.  
10.15am : Safety Briefing & Presentation by Sime Darby  
10.45am : Tour of the Facilities  
11.45pm : Q&A Session  
12.00pm : Light Refreshment & Networking  
01.00pm : End of visit & Depart to IEM



Jointly Organised By :

Agricultural and Food Engineering Technical Division (AFETD) , IEM  
& Environmental Engineering Technical Division (ENETD), IEM

**Commitment fees (exclusive SST)**

**(Non Refundable & non transferable)**

**IEM Member : RM 50.00**

**Non IEM Member : RM 70.00**

**LIMITED TO (25) PARTICIPANTS ONLY**



**PERSONAL DATA PROTECTION ACT**

I have read and understood the IEM's Personal Data Protection Notice published on IEM's website at <http://www.myiem.org.my> and I agree to IEM's use and processing of my personal data as set out in the said notice.

**CALL :** 03-7890 0134

**MORE CONTACT INFO:**

[www.myiem.org.my](http://www.myiem.org.my) /

[nursyazliza@iem.org.my](mailto:nursyazliza@iem.org.my)

[roselein@iem.org.my](mailto:roselein@iem.org.my)

- The visit is strictly limited to only Twenty-Five **(25)** participants registered on a first come first pay basis.
- Interested members could register and pay online at IEM website (<http://www.myiem.org.my>); or register by returning the appended registration form by **26<sup>th</sup> March 2026** together with the payment.
- Cheques are to be made payable to "The Institution of Engineers, Malaysia".
- After this closing date, IEM reserves the right to allocate seats on first come first pay basis.
- Members are also reminded that if a place is reserved, IEM may cancel the reservation if payment is not received.
- If IEM maintained the reserved seat and the intending participant failed to attend the visit on the date of the event, the fee will still have to be settled in full.

*Reply Form*

**Technical Visit to SIME INDUSTRIAL NEW HOLLAND**

I wish to participate in the above Technical Visit To SIME INDUSTRIAL NEW HOLLAND on **26th March 2026 (Thursday)**.

I enclose herewith Cash / Cheque No ..... for the amount of RM50.00 / RM70.00 as my commitment fee for the visit.

**Name of Member:** \_\_\_\_\_

**M'ship No :** \_\_\_\_\_

**Grade:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Tel (Off./Res):** \_\_\_\_\_

**Mobile :** \_\_\_\_\_

**Company's name:** \_\_\_\_\_

**I/C No. of participant :** \_\_\_\_\_

**I will be participating in the visit at my own risk and hereby indemnify fully the IEM from all claims arising from any injury, damage or loss that may be sustained by me.**

**Date :** \_\_\_\_\_ **Signature:** \_\_\_\_\_

**(Photostat copies are acceptable)**