

The Biography of Chen Hua Chun



The Low Profile Casio King

Chapter 1

A Poor Boy from Muar: The Family of Ten and a School Dropout at Fourteen



In 1941, a baby boy was born into a Chinese family in Muar, Johor. He was the fourth of ten siblings in a large household, and his parents named him **Hua Chun**, tracing their ancestral roots to Fujian. The child would later become known as **Tan Sri Chen Hua Chun**, one of Malaysia's most enigmatic business figures, often referred to as the "Casio King" and the "Small Cap Tycoon".

Chen Hua Chun's childhood was defined by poverty. Muar, located in northwestern Johor, was a bustling Chinese trading town, yet life for ordinary families in the 1940s remained difficult. With ten children to feed, his father's modest income was far from sufficient to sustain the household.

At the age of fourteen, Chen Hua Chun made a life changing decision—he dropped out of school to help support his family. He began working in coffee shops, provision stores and shoe shops, starting from the lowest rung of the workforce. In the coffee shop, he served drinks for a monthly wage barely enough to survive. A year later, he moved to a grocery shop where his salary increased from 12 ringgit to 14 ringgit, though it still did little to improve his circumstances.

His mother played a decisive role in shaping his future. She often told him that “working for others will not lead to success,” encouraging him not to remain an employee but to build his own business. That idea took root in his mind like a seed, quietly shaping the path of his future.

Chapter 2

Starting with 75 Ringgit: From Shoe Shop Worker to Independent Entrepreneur

At the age of 19, Chen Hua Chun made his first major life decision—he left the grocery shop and ventured into entrepreneurship. He travelled to Singapore and, while working in his brother-in-law's shoe shop, he identified a business opportunity. With only RM75 in hand, he began his own trading activities.

In that era, RM75 was not a large amount of capital, but Chen used it to create his first breakthrough in life. He started with the smallest scale of trade and gradually accumulated experience and capital. Although historical records of this early entrepreneurial phase are limited, it is clear that during this period he developed a sharp commercial instinct—an instinct that would later guide him towards opportunities that changed his destiny.

After five years of hard work and perseverance, he began to achieve initial success. As recorded in one biographical account, he evolved from a wage earner into a true businessman. However, the real turning point in his commercial journey came in 1972, when he was presented with a significant agency opportunity.

Chapter 3

Casio King: The First Breakthrough in 1972

In 1972, Chen Hua Chun made the most decisive move of his business career—becoming the **exclusive distributor of Casio calculators in Malaysia**.

At that time, Casio was rapidly expanding its electronic calculator business globally. The calculator was a revolutionary product, replacing traditional abacuses and mechanical adding machines across the world. Chen quickly recognised the potential of this new technology and anticipated strong demand in the Malaysian market. He secured the distribution rights and introduced Casio calculators into Malaysia, rapidly opening up nationwide sales channels.

This business venture became his first major financial breakthrough, earning him the title “**Casio King**”, a name that would follow him for decades and become one of the most recognisable personal brands in Malaysia’s business landscape.

Starting from calculators, he gradually expanded his agency portfolio to include Casio watches and other product lines, building a nationwide distribution network that strengthened his position in the consumer electronics market.

Chapter 4

Corporate Empire: From “Small Cap King” to a Diversified Conglomerate

The success of Casio was only the beginning. Over the following decades, Chen Hua Chun built a vast business empire across multiple industries through a series of strategic acquisitions and investments.

His flagship company was **Jasa Kita Bhd**, a manufacturer of power tools and industrial equipment, which was listed during the 1993 bull market. He maintained control of the company for more than 20 years and served as its Executive Chairman until 2025. However, Jasa Kita represented only a fraction of his wider corporate footprint.

At various points, he held significant stakes in numerous publicly listed companies, including:

- **Marco Holdings Bhd**, which he took public via a reverse takeover in 1999, later serving as a key platform for Casio distribution business
- **JKG Land Bhd**, a property development company
- **FCW Holdings Bhd**, a consumer products company
- **CFM, PDZ, GBH, MAICA**, and **GPA Holdings**, among others

Due to his highly active and influential participation in the stock market, Chen Hua Chun earned a second nickname—the “**Small Cap King**.” He was not merely an investor, but a controller and builder of listed entities, constructing a diversified empire

spanning manufacturing, finance, shipping, property development, and trade.

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Chapter 5

Family Network: The Business Web of the Chen Family

Chen Hua Chun's family also holds a notable position in Malaysia's business landscape. He is the maternal uncle of **Tan Sri Lim Kim Hong's wife, Chen Li Yun**, the major shareholder of **Pavilion Real Estate Investment Trust (Pavilion REIT)**. This familial connection links the Chen family to one of Malaysia's most prominent commercial property empires.

His son, **Dato' Seri Chen Han Chuan**, and daughter, **Chen Jing Jing**, both previously served as executive directors in his flagship company, **Jasa Kita Bhd**. For more than two decades, the father and his two children jointly managed the company, forming a tightly controlled family-led structure.

In October 2025, following a shift in the company's controlling ownership, all three family members stepped down from their board positions, marking the end of an era of direct family stewardship over the group.

Chapter 6

Stepping Back: RM300 Million Cash-Out and the Gradual Contraction of an Empire

In 2025, news broke across Malaysia's business community: at the age of 84, Chen Hua Chun and his children had stepped down from the board of **Jasa Kita Bhd**, ending more than two decades of leadership. This was not an isolated move, but part of a broader pattern of gradual divestment.

According to *The Edge*, over the past 11 years, Chen had disposed of controlling stakes in at least five companies, realising approximately RM300 million in proceeds:

- In the 2010s, he progressively exited from companies such as **PDZ Holdings**, **GBH**, **GPA Holdings**, **Computer Forms (CFM)**, and **Malaysia Aica**, among others
- In September 2025, he and his son Chen Han Chuan sold a 40.33% stake in **Jasa Kita Bhd** to oil and gas veteran Azmi Mohamad for RM68.9 million
- Following the transaction, the buyer increased his holding to 77.93%, triggering a general offer and resulting in Jasa Kita's change of control

As a result, Chen Hua Chun's corporate empire has significantly contracted. He now retains stakes mainly in **Marco Holdings**, **JKG Land**, and **FCW Holdings**. These moves have sparked speculation in the market: is the "Casio King," now in his eighties, quietly stepping away from the business world?

What remains is not the empire of expansion, but the silhouette of a long built business legacy gradually being handed over to time.

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Chapter 7

The Government Car Scandal: A Rare Public Storm

Known throughout his career for maintaining an extremely low profile, Chen Hua Chun rarely appeared in public. However, in April 2024, he was unexpectedly thrust into the spotlight following a case involving alleged irregularities in government vehicle procurement.

For the first time in years, he appeared in court to face charges linked to the investigation. In a rare public setting, he pleaded not guilty and was granted bail pending trial. Upon leaving the courthouse, he declined to speak to the media. The case remains ongoing, casting a shadow over his later years and marking one of the few public controversies in an otherwise discreet business career.

Chapter 8

Founder of Huazong and Cultural Legacy

Despite his reserved presence in the corporate world, Chen Hua Chun has long been recognised within the Chinese community for his contributions to education and cultural development. He is listed among the founding figures of the **Malaysian Chinese Assembly Hall (Huazong)** building project, having provided important support during its early development phase. His name and photograph remain recorded in the official list of Huazong building founders.

In February 2025, the Chen Hua Chun Concert Hall at the Xiamen University Malaysia campus hosted the closing performance of the inaugural Malaysia–China Youth Chinese Orchestra Exchange Programme. The hall, named in his honour, stands as a symbol of cultural exchange between Malaysia and China, reflecting another dimension of the “Casio King’s” legacy beyond business—one rooted in culture, education, and cross-border engagement.

Conclusion

The Silhouette of an Era

Chen Hua Chun's story began with a 14-year-old school dropout in Muar and a poverty-stricken household of ten siblings. It rose with a decisive breakthrough in 1972—the securing of the Casio calculator distributorship—and reached its maturity through decades of corporate expansion, culminating in his retirement from a company he had led for more than twenty years at the age of 84.

He was the “Casio King,” the “Small Cap King,” a founding figure of the Huazong building initiative, the elder brother of Chen Li Yun, and a man who started his journey with just RM75 before building a multi-sector business empire spanning decades.

When he and his children stepped down from the board of Jasa Kita Bhd in October 2025, many saw it as the closing of an era. Yet Chen Hua Chun never truly disappeared. His name remains on the shareholder registers of Marco Holdings, JKG Land, and FCW Holdings; his legacy is inscribed in the list of Huazong founders; and his story continues to be referenced in business chronicles and market histories.

As with his position in Huazong's founding records, Chen Hua Chun's place in Malaysia's corporate landscape is defined not by public speeches or visibility, but by decades of sustained influence and structural impact. Even in quiet retreat, the name

“Casio King” endures as a permanent coordinate in Malaysia’s corporate history.

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