

## SHINING A LIGHT ON MALAYSIA'S EXPORTERS

Despite a tough year amidst challenges rising from the Covid-19 pandemic, Malaysia's top exporters weather unprecedented challenges to emerge triumphant as the winners of the Export Excellence Awards 2021.





THE second edition of the Export Excellence Awards (EEA) built upon the foundation of its inaugural year by shining a spotlight on deserving Malaysian exporters, who have not only stood their ground through the challenges arising from the Covid-19 pandemic that swept the world, but also proactively pushed for growth in their respective businesses at the same time.

The EEA 2021 Gala Night, held at Shangri-La KL with Carlsberg as the official beer sponsor.

The event was attended by Minister in the Prime Minister's Department (Economy) Datuk Seri Mustapa Mohamed, International Trade and Industry Ministry secretary-general Datuk Lokman Hakim Ali, Standard Chartered Bank Malaysia managing director and chief executive officer (CEO) Abrar A. Anwar and chairman Datuk Yvonne Chia and Malaysia External Trade Development Corporation (Matrade) CEO Mohd Mustafa Abdul Aziz, SMG group CEO Alex Yeow and director Chan Seng Fatt, as well as other heads of companies and corporate guests.

Mustapa, EEA 2021's guest of honour, commended the awards programme as he said that it plays an important role in enhancing industry excellence by recognising and giving keen appreciation for the calibre and ingenuity of the key drivers of the nation's economy.

He said, "These awards could not have come at a more opportune time.

"We're living in a time of extraordinary change, where we've had to change the way we live, rethink the way we work and relook at how we can create a more sustainable future for people and planet.

"In celebrating our homegrown exporters today, we are reminded of just how far we've come."

Star Media Group Bhd (SMG) CEO Alex Yeow added that the EEA aims to be the definitive accolade for local exporters, which provides a platform to showcase Malaysia's capabilities to the world.

"With this, we want to recognise and honour our successful exporters and their contribution to our economy.

"You have proven that we can stand tall amongst international giants. This could not have been more evident than within the last year alone," he said.

Standard Chartered Bank Malaysia managing director and chief executive officer Abrar A. Anwar further said, "Malaysia remains one of the leading exporting nations in the world.

"According to a Standard Chartered study called 'Borderless Business', European and United States companies ranked Malaysia as the second most favourable Southeast Asian country for opportunities to establish or expand their resourcing, selling or operations over the next six to 12 months.

"And we are honoured to be able to provide a platform for Malaysian exporters to showcase their capabilities and global potential through EEA.

"With the bank's deep roots in trade, the spirit of the awards is close to our hearts.

"We hope the awards will inspire and encourage more businesses to grow beyond Malaysia, while honouring the heroes of the nation who are showing tremendous resilience while navigating global headwinds and demonstrating excellence by thriving in adversity."

### Spotlight on exporters

Around 30 awards were given out to deserving exporters for excellence across different sectors and geographical regions during the EEA 2021 Gala Night. These sectors include agriculture, food and beverage; consumer products; industrial products; machinery, electrical and electronics, as well as services.

Based on annual sales turnover, the winners were also separated into the two tiers, namely small and medium enterprises (SMEs), as well as mid-tier and large companies. SMEs are categorised into those with up to RM50mil annual sales turnover for products and up to RM20mil for services, while mid-tier and large companies are those with above RM50mil annual sales turnover for products and above RM20mil for services.

Moreover, three special awards were also given out for Exporter of the Year for both tiers, alongside one for Thriving in Adversity and one for Halal Products.

The two Exporters of the Year were Pentamaster Corporation Bhd under the Mid-Tier and Large Companies tier and Northeast Precision Sdn Bhd under the SME tier. A spe-

# Proud achievements amidst challenges



**Back, better than ever:** This year's EEA was the second edition of the prestigious awards programme. — GLENN GUAN/The Star



**Showing strong support for Malaysian exporters:** SMG's Yeow (second from left) with (from left) Matrade's Mohd Mustafa, Standard Chartered Bank Malaysia's Chia and Abrar, as well as Chan at the EEA 2021 Gala Night in Kuala Lumpur.

cial award for Halal Products was presented to Linaco Manufacturing (M) Sdn Bhd, while Transcargo Worldwide (M) Sdn Bhd was conferred the Thriving in Adversity award.

Aside from winning Exporter of the Year (Mid-Tier and Large Companies), Pentamaster also won the Gold Award for the Machinery, Electrical and Electronics category under the same tier in EEA 2021.

A leading global provider of advanced automation equipment and systems, the Penang-based semiconductor equipment vendor and automation house's success over the past 30 years is largely due to a dedicated team that fuels the company's passion and innovation, according to its executive chairman Chuah

Choon Bin.

He shares, "Winning this award is indeed testament that Pentamaster is on the right track in making an impact on the industry."

Further, Chuah lauded the EEA awards programme for promoting export among local businesses, via encouraging entrepreneurs to expand their businesses outside of Malaysia's borders.

Pentamaster, which has offices around the world – including the United States, Japan, China, Taiwan and Europe – aims to achieve more than RM1bil in revenue by 2025.

Meanwhile, the Exporter of the Year under the SME tier, Northeast Precision Sdn Bhd, is a manufacturer of high precision metal parts,

components and accessories for various industries worldwide.

Northeast Precision CEO and managing director Chong Ewe Hean said, "We are happy and really appreciate all my team because we really do our best to achieve what we have committed to our company. This (win) is not only for me but for all team members who work hard to achieve this outstanding performance at this competition."

Combining innovation and technology adoption to meet the needs of its clients, the company also won the Gold award for the Machinery, Electrical and Electronics (SME) category in EEA 2021.

Northeast Precision, which spends around





## Enhancing industry excellence

THE Export Excellence Award plays a definitive role in enhancing industry excellence by recognising and giving keen appreciation for the calibre and ingenuity of the key drivers of the Malaysian economy. My congratulations to Star Media Group and Standard Chartered for organising this prestigious awards programme for a second year.

This award could not have come at a more opportune time. We're living in a time of extraordinary change, where we've had to change the way we live, rethink the way we work, and relook at how we can create a more sustainable future for people and planet.

In celebrating our home-grown exporters today, we are reminded of just how far we've come.

We celebrate the exceptional leaders that paved the road to recovery and showed us that despite all odds, Malaysians are more than capable of finding their place amongst global giants. We look forward to your continued success.

**Mustapa Mohamed**

Minister in the Prime Minister's Office  
(Economy)



## Recognising outstanding homegrown exporters

WE are proud to partner Star Media Group and Matrade in celebrating and recognising outstanding homegrown exporters in the second edition of the Export Excellence Awards 2021.

The Awards aims to honour heroes of the nation who demonstrated tremendous resilience in navigating global headwinds and hopefully, serve as an inspiration and encouragement for more businesses to grow beyond Malaysia.

As the country's first and oldest bank since 1875, we have gained deep knowledge of local markets, understand the financial needs of mid and large corporates and their roles in contributing to Malaysia's robust economy.

With this knowledge, we are able to appreciate the nuances and diversity of the local markets we operate in and thus able to provide our clients with a seamless "one-bank" experience to gain easy access to our expertise and bespoke offerings worldwide.

**Abrar A. Anwar**

Managing Director and  
Chief Executive Officer  
Standard Chartered Bank Malaysia Bhd



## Showcasing Malaysia's capabilities to the world

THE Export Excellence Awards aims to be the definitive accolade for local exporters, providing a platform to showcase Malaysia's capabilities to the world.

With this, we want to recognise and honour successful exporters and their contribution to our economy. You have proven that we can stand tall amongst international giants. This could not have been more evident than within the last year alone.

Looking at the range of products that are exported, in this day and age, one of the most suitable and highly sought-after items for export are digital products.

It is our sincere hope that the Export Excellence Awards will become the benchmark for all industries looking for pathways to success and will continue to celebrate the ingenious solutions of our local talents.

To our 2021 winners, congratulations! We hope this recognition will encourage you to continue striving for greatness, and to inspire one another to achieve even greater heights.

**Alex Yeow**

Star Media Group Bhd  
Group Chief Executive Officer



## Facilitating the exporters' community

AS the patron of the Export Excellence Awards, Matrade is so proud to be here and to be part of this prestigious event that celebrates the achievements of Malaysian exporters.

Why? Because Matrade continues to facilitate the Malaysian exporters' community for them to pursue their international agenda, by promoting their products and services globally.

For 2021, Malaysia's external trade recorded a stellar or remarkable performance, as we've touched RM1.24tril for the whole year.

What is important now is for us to be aggressive so that we will be able to help the recovery of the Malaysian economy, while not forgetting digitalisation, as well as the sustainability agenda in line with economic, social and governance principles.

Matrade, as the national export promotion agency, hopes to create more exporters in terms of getting the small and medium enterprises to venture abroad and explore the overseas market.

**Mohd Mustafa Abdul Aziz**

Chief Executive Officer  
Malaysia External Trade Development  
Corporation (Matrade)



# Rise to Excellence

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to find out more

RM10mil a year in research and development for product improvement and new product introduction, recorded RM65mil in export sales last year and seeks to achieve higher turnover in 2022 by continuing to invest in new technology, machine capacity and improving its capabilities.

It exports to over 10 countries in its 17 years of experience in exporting, with exports contributing 90% to its total turnover.

Advising SMEs to explore export, he said, "Try to be hardworking and then contribute more on your knowledge on the products that you are manufacturing for export."

Hala Products special award winner Linaco is no stranger to the market, as it is a familiar name among consumers for its coconut-based products, while Transcargo, the Thriving in Adversity award winner, is an integrated logistics company with more than a decade's worth of expertise in its field.

## Establishing strong foundations

Working partners for this year's EEA were the Associated Chinese Chambers of Commerce and Industry of Malaysia, Kuala Lumpur Malay Chamber of Commerce

(KLMCC), Malaysian Associated Indian Chamber of Commerce and Industry, Malaysia China Chamber of Commerce, American Malaysian Chamber of Commerce, Malaysia Retail Chain Association (MRCA) and Timber Exporters' Association of Malaysia.

Acknowledging the contribution and achievements of the nation's exporters, KLMCC honorary secretary Rizal Abdul Rahman shared that export growth among EEA 2021 participants was across the board for all sectors.

"Our companies are more resilient than we give them credit for. While the world is going through turbulence and economic depression, through the submissions, we can see that they have found a way to grow year-on-year from 2019 to 2021," he added.

This sentiment was echoed by MRCA council member Dr Afendi Dahlan, who said, "I'm proud to say that the companies have made a huge success out of it by turning the Covid-19 crisis into an opportunity for their businesses, making a big impact for the nation's economy."

"Some have really prospered and grew the company more than they have done in the years prior to the pandemic."

Held for the first time in 2019, EEA was created to celebrate 'the best of the best' in the export world and honour the achievements of local businesses in the export sector. The awards programme aims to build a community of Malaysian exporters to support one another, share thought leadership and best practices with the industry's elite and to provide a platform for exporters to showcase their capabilities and global potential.

Its inaugural edition saw three homegrown companies emerge as Exporter of the Year, namely Hartalega Holdings Bhd, Lemon Sky Animation Studio and TS Maritime Sdn Bhd. A special award for Halal Products was also conferred to Julie's Manufacturing Sdn Bhd.

EEA 2019 also honoured 15 Gold award winners, 12 Silver award winners and 10 Most Promising Exporters.

EEA is organised by SMG in partnership

## EXPORT EXCELLENCE AWARDS 2021 WINNERS

### SPECIAL AWARDS

Category	Companies
Exporter of the Year (Mid-Tier and Large Companies)	Pentamaster Corporation Bhd
Exporter of the Year (Small and Medium Enterprises)	Northeast Precision Sdn Bhd
Halal Products	Linaco Manufacturing (M) Sdn Bhd
Thriving in Adversity	Transcargo Worldwide (M) Sdn Bhd

### MID-TIER AND LARGE COMPANIES

Category	Type of Award	Companies
Agriculture, Food & Beverage	Gold	Erapoly Global Sdn Bhd
	Silver	Mac World Industries Sdn Bhd
Consumer Products	Gold	Top Glove Corporation Bhd
	Silver	Hovid Bhd
Industrial Products	Gold	GB Industries Sdn Bhd
	Silver	Petronas Chemicals Group Bhd
Machinery, Electrical & Electronics	Gold	Pentamaster Corporation Bhd
Services	Gold	Lemon Sky Animation Sdn Bhd
	Silver	Infopro Sdn Bhd

### SMALL AND MEDIUM ENTERPRISES

Category	Type of Award	Companies
Agriculture, Food & Beverage	Gold	Hernan Corporation Sdn Bhd
Consumer Products	Gold	HZ Green Pulp Sdn Bhd
	Silver	Proguard Safety Manufacturing Sdn Bhd
Industrial Products	Gold	Biotropics Malaysia Bhd
	Silver	Great Cosmo Industries Sdn Bhd
Machinery, Electrical & Electronics	Gold	Northeast Precision Sdn Bhd
	Silver	Swift Bridge Technologies (M) Sdn Bhd
Services	Gold	Gajas Putih Sdn Bhd
	Silver	Softtronix Sdn Bhd

### MOST PROMISING

• Asma Wood (M) Sdn Bhd	• Phil-Orient Logistics (M) Sdn Bhd
• Maxvue Vision Sdn Bhd	• Stanyo Electronics Sdn Bhd
• MDT Innovations Sdn Bhd	• Terengganu Silica Consortium Sdn Bhd
• Pacific Inter-Link Sdn Bhd	

with Standard Chartered Malaysia, with Matrade as patron. It is audited by BDO. For more information on EEA, visit [exportawards.com.my](http://exportawards.com.my).

com.my, contact Victor at [victorcheong@the-star.com.my](mailto:victorcheong@the-star.com.my) or Jency at [jencyjohn@thestar.com.my](mailto:jencyjohn@thestar.com.my).



# Team effort to achieve success

## Pentamaster aims to achieve more than RM1bil in revenue by 2025

By Ruby Lim  
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PENTAMASTER Corporation Bhd has added another feather to its cap by being acknowledged as the Exporter of the Year (Mid-tier and Large Companies) and bagging the Gold Award for the Machinery, Electrical and Electronics category (Mid-Tier and Large Companies) at the Export Excellence Awards 2021.

Its executive chairman Chuah Choon Bin attributed the achievement to the dedicated team behind the company that fuels the company with passion and innovation to bring it to where it stands today.

He shares, "Thanks to the company's outstanding employees, we are able to deliver high-quality and cost-effective solutions with the latest technology, as well as provide value-added services to our customers."

"The company's employees are one of our most important assets and we strongly believe in hiring the right talent, nurturing and retaining these talented employees."

"Winning this award is indeed testament that Pentamaster is on the right track in making an impact on the industry."

### Expanding business through trade

Chuah complimented the EEA awards programme for encouraging entrepreneurs to expand their businesses through trade and stimulate export activity in any industry sector.

"Today, export is an important revenue for the country and for local entrepreneurs to grow globally."

"Exporting is an important milestone for all businesses. It helps businesses to grow as it



**A proud success:** Pentamaster's Chuah with the company's Gold Award for Machinery, Electrical and Electronics (Mid-tier and Large Companies) and the Exporter of the Year (Mid-tier and Large Companies) Award at the EEA 2021 Gala Night, which was held at at Shangri-La Hotel Kuala Lumpur.

leads companies to continuously innovate new products and services, while expanding their target market from locally to globally. This also means it gives the company more customers to sell to.

"To be competitive in the global market, quality and technology have to be on par with

global competitors. Eventually, the company will become more productive and stand out from the rest," he added.

### Led by innovation and talent

As a leading global provider of advanced

automation equipment and systems, the Penang-based semiconductor equipment vendor and automation house has been continuously keeping abreast with new technologies and exploring new innovations to remain relevant and to stay at the forefront of the industry for the past 30 years.

Its ability to retain its export capability lies primarily in its strength of innovation in addressing the ever-demanding requirements of its customers.

He stressed, "I always tell my team: Our customers' problem is our opportunity."

"When we have outstanding talents to solve our customers' problems, along with advanced technology and good pricing, customers will come to you."

"Always remember, we are competing with global players. To be in the game, technology, cost and quality are key elements."

Moving forward, Pentamaster is looking to grow aggressively by diversifying into different sectors to increase its revenue streams and generate sustainable growth.

"Pentamaster is now venturing into the medical device industry and the production of automated production systems used in the electric vehicle (EV).

"To stay relevant and remain ahead of the game, we need to look into multiple avenues of growing our business and sustain our profitability and profit margins."

"We do not want to compete in the red ocean with lower prices. We create new markets," said Chuah, adding that the company aims to achieve more than RM1bil in revenue by 2025.

To serve its customers efficiently, Pentamaster has set up offices around the world, including in the United States, Japan, China, Taiwan and Europe.

# Innovation and technology key for growth

## Northeast Precision to further innovate and introduce more products in 2022

By M.MAGESWARI  
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A HOMEGROWN company can be a successful exporter in this competitive world, if it continues to innovate and introduce more products with technology adoption to meet the needs of various segments of industry players.

This describes the success story of Northeast Precision Sdn Bhd, which manufactures high precision metal parts, components and accessories for various industries across the globe.

"We plan to innovate further and introduce more products this year."

"Currently, we produce more than 5,000 types of metal products per year," said Northeast Precision Sdn Bhd chief executive officer and managing director Chong Ewe Hean.

The company won the Exporter of the Year (Small and Medium Enterprises) Award and was also the Gold Award winner in the Machinery, Electrical and Electronics (SMEs) category in the Export Excellence Awards (EEA) 2021.

The company also has trust in the capabilities of the local talent and professionals to achieve their targets in the export business.

"We are in the midst of hiring a new local professional, a PhD holder, in the new technology for the mechanical component area, to design our own product," Chong said after receiving both awards at EEA 2021 Gala Night.

He also said that they would buy machines from the United States and create their own products using the technology.

"We learn ourselves," he explains of the company's practices on the technology adoption from abroad.

The company has established a "Malaysian brand" in the eyes of its foreign-based customers by way of manufacturing products with unwavering high quality, he said.

As for the factors that contribute to the company's success in the export world, Chong said, "We buy and assemble solutions with the latest technology for people for communication use."

"This communication system could be applied in satellites, for the AOI (automated optical inspection) systems. This technology is with us."

### Research and development core

He said they spent around RM10mil per year in research and development for product improvement and introduction of new products.

The company has recorded RM65mil in export sales last year and wants to continue to invest in new technology, machine capacity and improve its capabilities to achieve higher turnover this year.

On advice for other SMEs to be successful in the export world, Chong said, "Try to be hardworking and then contribute more on your knowledge on the products that you are manufacturing for export."

He said the move would be important as it would also contribute to achieving competitive costs.

"For us, to win the costs, we have to show better quality," he elaborates.

Northeast has been exporting its products to over 10 countries in its 17 years of dealing in the export market. Its export business contributes to about 90% of its total turnover.

More than 90% of the products manufactured are exported to customers, who are mainly listed in the Fortune 500 companies, across the United States, Russia, Germany, Italy, Singapore, United Kingdom and Sri Lanka.

On their win at EEA 2021, Chong said, "We are happy and really appreciate all my team because we really do our best to achieve what we have committed to our company. This



**All smiles:** Northeast's Chong strikes a victory pose as he takes a commemorative photo with the company's Gold award for Machinery, Electrical and Electronics (Small and Medium Enterprises), as well as the Exporter of the Year (SMEs) award at the EEA 2021 Gala Night held at at Shangri-La Hotel Kuala Lumpur.

(win) is not only for me but for all team members who work hard to achieve this outstanding performance at this competition."

He said the win would also motivate the company to excel further in the export business.

"The award also shows a good sign for us that we are in the right direction in achieving a mission together and extend further good image for the country in the international arena," he explains.

On the challenges faced by the company during Covid-19, it involved building the con-

fidence of their customers and employees so that the company can survive the challenging period.

Northeast's motto, 'We Treat Quality as Our Belief' echoes its commitment to ensure business sustainability and instill the same belief in each of its employees to progress as a collective unit.

The company has earned commendable accolades for its business performances, namely being awarded as an Outstanding SME at The Golden Bull Award 2018 and one of the Most Promising awards at EEA 2019.





# CONGRATULATIONS



## EXPORTER OF THE YEAR EXPORT EXCELLENCE AWARDS 2021



Mid-Tier and Large Companies  
**Pentamaster Corporation Bhd**  
(572307-U)

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# CONGRATULATIONS



## EXPORTER OF THE YEAR EXPORT EXCELLENCE AWARDS 2021



Small and Medium Enterprises  
**Northeast Precision Sdn Bhd**  
(657883-H)

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LEADING homegrown producer of coconut-based products, Linaco Group, recently won the Export Excellence Awards 2021's special award for Halal Products, which recognises local businesses who particularly excel in halal exports.

Noting that Linaco's products are very much aligned with the halal market, Linaco group chief executive officer (CEO) Yong Kheng Loong commended the efforts of his team in achieving the recognition.

He said, "My team and colleagues are the ones that really deserve this award."

"They've done a fantastic job despite the challenges during the last two years of the Covid-19 pandemic."

"I myself am very proud to receive this award on their behalf."

"We've always been working on incorporating halal into our business since 1992, since we've always believed that there's a lot of potential in halal and a world market for halal products."

"The nature of our products are also very suited to that category as well, which is why we focus a lot on halal certification, which also helps us access a wider customer base."

### Beyond borders

Alongside the common challenges arising from the Covid-19 pandemic, Yong pointed to those relating to exporting and importing regulations and processes, specifying non-tariff barriers and cross-border movement restrictions.

These in turn bring about stumbling blocks in doing business.

He shared that while Linaco has a new factory in Kalimantan, Indonesia, it has faced issues in exporting these products and output to Malaysia.

# Tapping into the global halal market

Linaco seeks to further explore halal opportunities across borders



**Driving halal export:** (from left) Star Media Group Bhd group CEO Alex Yeow, director Chan Seng Fatt, Minister in Prime Minister's Department (Economy) Datuk Seri Mustapa Mohamed, Yong and Standard Chartered Saadiq Malaysia CEO Mohd Suhaimi Abdul Hamid at the awarding of the Halal Products special award to Linaco at the EEA 2021 Gala Night at Shangri-La Hotel, Kuala Lumpur on Jan 27.

Indonesia is among the group's largest source of coconuts.

"Although Jakim (Department of Islamic Development) recognises

MUI (Indonesian Ulema Council), to sell into Malaysia, the preference is still Jakim, but due to the pandemic, they can't go over there to physical

ly audit," he said.

However, a solution was found recently by leveraging on technology, which means that Linaco is cur-

rently undergoing the process.

He said, "With our new investment in Kalimantan, that's the challenge in terms of the requirements and processes that we're still in the process of completing."

Moreover, Yong also noted the lack of a standardised or uniform halal recognition among Asean countries.

"Every country wants to emphasise on their authority over the halal requirements, but when they do that, it could create non-tariff barriers that impede exporters from doing business."

"If within Asean, we can work together to have a united halal certification, that would very much help a lot to facilitate the ease of exporting and importing," he opined.

A family business founded by Richard Ling in 1992, Linaco Group is today succeeded by his son, Joe and Jimmy. With a 24-acre manufacturing plant in Batu Pahat, Johor, more than 50% of its products are exported worldwide.

Joe previously shared his vision to move the family-run business further upstream to build a total value chain, in order to ensure that the quality and treatment across the supply chain is properly done.

# Establishing strong foundations

Transcargo forges ahead with expansion plan to fortify its fundamentals

WITH its recent Export Excellence Awards 2021 win for Thriving in Adversity, Transcargo Worldwide (M) Sdn Bhd certainly has much to look forward to in 2022.

Brothers Ong Chin Keong and Ong Chin Kian, who are both directors for Transcargo Worldwide, were both pleasantly surprised to have won the award.

"We were very surprised to win this award, as it wasn't something we expected."

"Our aim was just to participate and this was the first time we've participated in the EEA awards programme," said Chin Keong.

Advising exporters to gather the courage and submit their applications, Chin Kian said, "Just give it a try if you meet all the criteria. You'll never know where you stand if you don't."

"This award serves as encouragement and a stepping stone, as it's a very good way to reference and benchmark for your future business, targets and projects."

### Finding opportunities

On why the company stood out for this particular award, Chin Keong believed that it was due to the way Transcargo Worldwide tackled the challenges that came with the Covid-19 pandemic.

It leveraged its strong foundations to capitalise on opportunities that came knocking on its door.

During the total lockdown for the three months (March to May 2020) of the first national movement control order, he said that the logistics company could not do much busi-

ness at the time.

After it was categorised as essential services, however, Transcargo Worldwide was allowed to operate, where it then managed to secure a significant amount of business.

"We managed to secure quite a lot of business, especially for personal protective equipment (PPE)."

"Initially, we exported PPE to China during their lockdown in February, then when it came to March, we were importing it. After May, we started to export a lot of gloves, so our business grew very well."

"As long as we are ready and prepared fundamentally, then we can overcome any challenges that come our way," he said.

Early on in the pandemic, the company grasped opportunities in helping exporters – especially glove manufacturers – reach their target markets, while last year also proved to be a very good year for export to the United States and Europe.

As a logistics company, Transcargo did its part in the fight against Covid-19 by offering solutions that helped exporters ensure that their products reach their intended customers, despite the difficult issues arising from supply chain disruption.

These include the lack of shipping containers, constant cancellations of flights and higher freight costs, among other challenges.

### Further growth ahead

Although it has seen its share of success, Transcargo Worldwide has no plans to slow down, as it already



Chin Keong (right) and Chin Kian with the trophy for the company's special Thriving in Adversity award win at the EEA 2021 Gala Night at Shangri-La Hotel, Kuala Lumpur on Jan 27.

has big plans for growth.

Recently, the logistics company bought two plots of land near Westport Pulau Indah with a total of 11 acres, where it will be building

warehouses. In 2022, it will also be investing in its own transportation and logistics chain, by investing in its own fleet of vehicles.

This will help further strengthen

its foundation and supply chain.

"It's a very big industry and we still have lots to do. We'll continue to move forward and are very excited to do so," Chin Kian concluded.





# CONGRATULATIONS



## SPECIAL AWARD HALAL PRODUCTS EXPORT EXCELLENCE AWARDS 2021



**Linaco Manufacturing  
(M) Sdn Bhd**  
(254198-K)

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Swift Bridge Technologies provides a complete solution from concept to production.

# Emphasis on R&D

SWIFT Bridge Technologies was established in 2012 as a majority Malaysian-owned company that designs, develops and manufactures Precision High Radio Frequency (RF) Coaxial Test Cable Solutions from 45GHz to 110GHz, as well as automotive wire harness/cable assembly manufacturer in Malaysia.

Its headquarters and Center of Excellence (CoE) was incorporated in Penang, Malaysia while it has research and development facilities based in Oregon, US and a manufacturing plant in Kedah, Malaysia.

The company provides a complete solution from concept to production, including customised assembly which supports Test and Measurements, Automotive, Energy, Industrial Automation, and across the Electrical and Electronics industry in the US, India and Singapore.

It has launched a new RF product with a higher frequency, for instance 110GHz, and 90% is exported to Canada to existing customers.

To ensure the sustainability of its export activities in the long term, the company's

strategic business plan is to focus on research and development to develop new products.

Apart from that, the plan also targets to expand its existing business market to tap into other countries, for instance South-East Asia, China, Europe (Germany) and such.

To this end, in 2020, the company has invested RM10mil capital expenditure in its new CoE, as well as the new 125GHz VNA test machine for design, research and development activities.

Swift Bridge Technologies targets to expand the 110GHz product to new markets such as Germany, China, South Africa and Russia will be on the next phase for market penetration.

As testament, the company has received awards from 2016 to 2021, including the Malaysia Top 50 Enterprise Award in 2019, SOBA Award in 2019 and Outstanding SMEs Awards by Golden Bull Award in 2020.

■ For details, look out for the advertisement in this *StarSpecial*.

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**Big win:** Pentamaster Corporation Bhd chairman Chuah Choon Bin (third from left) with the company's Gold award for Machinery, Electrical and Electronics (Mid-tier and Large Companies) and the Exporter of the Year (Mid-Tier and Large Companies) award at the EEA 2021 Gala Night.



**Growth despite challenges:** Transcargo Worldwide (M) Sdn Bhd directors Ong Chin Keong (fourth from left) and Ong Chin Kian (third from left) with the trophy for the company's special Thriving in Adversity award win at the EEA 2021 Gala Night.



**One for the album:** Top Glove Corporation Bhd managing director Datuk Lee Kim Meow (front row, second from left) holding the company's gold award for Consumer Products (Mid-Tier and Large Companies) together with his team happily posing for remembrance at EEA 2021 Gala Night.



**Going green:** HZ Green Pulp Sdn Bhd CEO Datuk Dr Donald Yap Tatt Keat (back row, centre), its systems and programme manager Loo Soon Hin (back row, left) together with the company's quality assurance manager Navin Reno (front row, second from left), who is holding the company's Gold award for Consumer Products (SME), its business development manager Noor Akmar Mohamad (front row, left), along with other team members at the EEA 2021 Gala Night.



**Celebrating the success of Malaysian exporters:** (Back row) Star Media Group Bhd group (SMG) CEO Alex Yeow (third from left) with Malaysia External Trade Development Corporation (Matrade) CEO Mohd Mustafa Abdul Aziz (second from left), SMG director Chan Seng Fatt (fourth from left), Minister in the Prime Minister's Department (Economy) Datuk Seri Mustapa Mohamed (sixth from left), Standard Chartered Bank Malaysia chairman Datuk Yvonne Chia (fourth from right) and Standard Chartered Bank Malaysia managing director and chief executive officer Abrar A. Anwar (third from right) and International Trade and Industry Ministry secretary-general Datuk Lokman Hakim Ali (second from right), with Standard Chartered Malaysia consumer, private and business banking managing director and country head Sammeer (second row from back, right), as well as (front row) SMG chief business officer Lydia Wang (third from left) and Standard Chartered Saadiq Malaysia CEO Mohd Suhaimi Abdul Hamid (left), along with EEA 2021's winners.

## Lauding export excellence

Photos: AZHAR MAHFOF, AZMAN GHANI, CHAN TAK KONG, GLENN GUAN and IZZRAFIQ ALIAS/The Star

The Export Excellence Awards returns better than ever in its second edition, reaffirming its aim to pay tribute to deserving exporters who play an important role in building Malaysia's global brand.



**Out in full force:** Erapoly Global Sdn Bhd managing director Chin Kok Tian (front row, second from left) holding the company's gold award for Agriculture, Food and Beverage (Mid-Tier and Large Companies), together with the company's executive director and his wife Yan Hua Lan (front row, first from left) and his team at the EEA 2021 Gala Night.



**Happy moment:** Biotropics Malaysia Sdn Bhd CEO Tengku Shahhir Tengku Adnan (right) with the trophy for the company's Gold award win for the Industrial Products (SME) category at the EEA 2021 Gala Night.



**Defining win:** Northeast Precision Sdn Bhd managing director E. H. Chong (third from left) receiving the Exporter of the Year Award (SME) from Mustapa (second from left) at the EEA 2021 Gala Night, with SMG's Chan (left) and Standard Chartered Bank Malaysia's Chia looking on.



**Industrial excellence:** GB Industries Sdn Bhd CEO Ong Boon Kee (centre) receiving the Gold award for the Industrial Products (Mid-Tier and Large Companies) category.



**Exporting services:** Lemon Sky Studios' chief executive officer Cheng-Fei Wong (right) receiving the Gold award under the Services (Mid-Tier and Large Companies) category at the EEA 2021 Gala Night.



**Durian proud:** Hernan Corporation Sdn Bhd CEO Anna Teo (centre) with the team at the EEA 2021 Gala Night, where Hernan Corporation won the Gold award for the Agriculture, Food and Beverage (SME) category.



**Significant milestone:** Gajas Putih Sdn Bhd founder and managing director H. S. Dineshkumar Dino (right) receiving the Gold award under the Services (SME) category at the EEA 2021 Gala Night.



**Official beer sponsor:** Carlsberg was the official beer sponsor for the EEA 2021 Gala Night, which was held at Shangri-La Kuala Lumpur.



# Local player reaching for the top

Transcargo stood the test of time and continues to tackle Malaysia's logistic challenges

Transcargo's quick action in switching its business focus to personal protective equipment (PPE) and e-commerce shipments during the Covid-19 outbreak saw fruitful results.



ESTABLISHED in 2007, local freight forwarder Transcargo Worldwide (M) Sdn Bhd established itself as an integrated logistics company.

With more than a decade worth of service, its well-defined expertise now spans across airfreight, sea freight, customs brokerage, warehousing, inland and cross border transportation, e-commerce logistics and value added services.

Besides that, the company is equipped with all the accredited licences and facilities, is touted to be fundamentally strong and available to operate as an integrated logistics company.

Transcargo also has an in-house customs brokerage licence which enables it to execute customs clearance at all major gateways in Malaysia.

This includes Kuala Lumpur International Airport (KLIA), Port Klang, Penang Airport, Butterworth Port, Port of Pasir Gudang, Port of Tanjung Pelepas, inland border Tanjung Puteri, Tanjung Kupang and Bukit Kayu Hitam.

Moreover, Transcargo is also an accredited cargo agent of International Air Transport Association (IATA) and International Federation of Freight Forwarder Association (FIATA).

This enables the company to directly procure cargo space from the airlines and shipping liners, and secure long-term and short-term cargo space contracts to offer stable services to customers.

With an established and extensive global network of partners with presence in every country in

the world, Transcargo is able to provide high-quality and efficient logistics services globally.

## Marking milestones with excellence

After almost a decade in the industry, Transcargo was appointed by Alibaba in 2017 as its logistics and customs broker for Digital Free Trade Zone (DFTZ) using eWTP (Electronic World Trade Platform) for B2B export.

The DFTZ was established the same year by Alibaba and the Malaysian Government with the aim to make global trade easier for small and medium enterprises (SMEs). After obtaining the coveted appointment in its hands, it also caught the attention of the Malaysia Digital Economy Corporation (MDEC).

Now Transcargo is also part of the NESR Seller Adoption Programme: Cross Border eCommerce Initiative Partner under MDEC, which aims to accelerate the adoption of eCommerce amongst Malaysian businesses to contribute towards National eCommerce Strategic Roadmap (NSER) goals.

In conjunction with this initiative, Transcargo has been creating and increasing awareness of Malaysian brands by joining forces with Alibaba and MDEC to provide training, workshops, seminars and webinars to SMEs for export via DFTZ using eWTP.

## Thriving in adversity during the pandemic

As the Covid-19 pandemic swept



Transcargo Worldwide (M) Sdn Bhd established itself as an integrated logistics company.

through the world and introduced drastic change amongst the business community, Transcargo set up a Business Continuity Plan (BCP) to counter all issues related to the pandemic ensuring sustainability of business.

Part of its initiatives include assigning most of its staff to work from home to avoid infection, and equipping every staff with all the necessary equipment such as laptop, mobile phone, printer and stationeries.

Furthermore, the company also set-up a Virtual Private Network (VPN) to ensure staff can connect to the company's server and system anywhere and anytime safely.

By doing so, the company's business could carry on with minimal disruption and contributed to the key element for the company to continue to achieve substantial growth.

Besides that, Transcargo's quick

action in switching its business focus to personal protective equipment (PPE) and e-commerce shipments during the Covid-19 outbreak saw successful and fruitful results.

The company first exported a substantial volume of PPE shipments to China during Chinese New Year in 2020 coinciding with the first outbreak in China.

Subsequently, the company exported an even bigger volume of PPE shipments to the world in the fight against the Covid-19 pandemic and proceeded to receive bookings for e-commerce shipments due to the e-commerce boom.

In line with overwhelming demand on PPE and e-commerce shipments, the company signed a contract with several airlines for charter flights and managed to charter seven flights including loading cargo into passenger cabin since the Covid-19 outbreak.

Transcargo believes this to be a new business arising from the pandemic due to innovative and creative strategies in capturing rare business opportunities.

The positive growth experienced by the business strengthened Transcargo's belief that its business is sustainable and thrives in adversity during the Covid-19 pandemic.

The company also aims to continue producing outstanding results.

This led the company to prepare the business for an expansion by purchasing two plots of industrial lands with a combined 11.34 acres (4.58ha) for warehouse expansion.

The company also continues to strive in investing in human capital and technology to ensure sustainability of business.

■ For more information, visit [www.transcargo.com.my](http://www.transcargo.com.my) or email [info@transcargo.com.my](mailto:info@transcargo.com.my)





# CONGRATULATIONS



## Thriving In Adversity

EXPORT EXCELLENCE AWARDS 2021

# WINNER



**Transcargo Worldwide (M) Sdn Bhd**  
(767688-X)

Organised by



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Auditor







Softronix Sdn Bhd director Lai Mee Chian (right) receiving the Silver award under the Services category (SME) from Minister in the Prime Minister's Department (Economy) Datuk Seri Mustapa Mohamed at the EEA 2021 Gala Night.



Great Cosmo Industries Sdn Bhd managing director (MD) Cosmo Teo (right) receiving the Silver award for the company's win under the Industrial Products category (SME) at the EEA 2021 Gala Night.



Swift Bridge Technologies (M) Sdn Bhd financial controller Keng Soo Peng (right) receiving the Silver award under the Machinery, Electrical and Electronics category (Small and Medium Enterprises) from Mustapa at the EEA 2021 Gala Night.

# Silver Winners



Infopro Sdn Bhd CEO Wan Pin holding the company's Silver award for Services (Mid-Tier and Large Companies) at the EEA 2021 Gala Night.



Proguard Safety Manufacturing Sdn Bhd group executive chairman Datuk Lee Ngai Mun (second from left) celebrates the company's Silver Award win for the Consumer Products (SME) category with CEO Datin Cindy Choh (fourth from left) and the team at the EEA 2021 Gala Night.



Hovid Bhd chief financial officer Michelle Ho with the trophy for the company's Silver award win for the Consumer Products (Mid-Tier and Large Companies) category at the EEA 2021 Gala Night.



Petronas Chemicals Group Bhd chief commercial officer Shakeel Ahmad Khan with the company's Silver award for Industrial Products (Mid-Tier and Large Companies) at the EEA 2021 Gala Night.



Mac World Industries Sdn Bhd chief executive officer (CEO) and MD Abraham Thomas (front row, second from left) holding the company's Silver award for the Agriculture, Food and Beverage (Mid-Tier and Large Companies) category together with his team at the EEA 2021 Gala Night.



# Leading in advanced automation tech

IN recognition of Pentamaster Corporation Malaysia's proactive stance towards maintaining its momentum since its 1991 establishment in Penang, the Silicon Island of Asia, the group was named the Exporter of the Year (mid-tier and large companies) under the recent Export Excellence Awards (EEA) 2021.

Aside from obtaining one of the most coveted awards in EEA 2021, it also won gold in the machinery, electrical and electronics (mid-tier and large companies) category.

Pentamaster is a leading global provider of advanced automation manufacturing and technology solutions. The group has diversified into four business solutions, including automated test equipment (ATE), medical automation solutions, factory automation solutions (FAS) and warehouse automation solutions.

Spanning across Asia-Pacific, North America and Europe, Pentamaster provides automation technology and solutions to multinational manufacturers in the semiconductor, electro-optical, consumer electronics, automotive and medical sectors.

The group is able to serve customers from around the world across various industries, supported by strong production capabilities and a global presence. It has production plants at its Penang headquarters and at Batu Kawan, alongside strategic presence with offices located in the United States, Japan and Singapore, as well as



Pentamaster's headquarters and production plant on Penang Island.

production facilities in China.

2021 was undoubtedly a busy and fulfilling year for Pentamaster, as the awards come on top of a meaningful milestone for the group, as it expands its global footprint via the incorporation of foreign subsidiary companies, namely Pentamaster Automation (Japan) Co Ltd and Pentamaster Technology (Jiangsu) Ltd.

Beyond that, it is continuing its expansion plan by investing in its third factory in Penang, with 300 new engineers supporting the new 600,000sq ft facility. The expansion is to accommodate its automation solutions for the medical industry, factories and warehouses, as well as a test farm for wafer burn-in,

optical sensors testing and contract manufacturing of equipment.

Specifically within the ATE business segment, the power module has been the mainstream solution for electrification, particularly for its high voltage and high current applications.

Given such developments, the group's penetration into the power module market is timely with its broadened product portfolio that covers end-to-end solutions, which range from assembly to final testing. The full line of automation equipment for power module assembly has become the preferred solution of the industry with high output counts and high power tests with tri-temp capability.



The automated test equipment solutions are designed to meet the needs of semiconductor component manufacturers.

With the trend and growing adoption of Industry 4.0 technologies, Pentamaster's FAS segment has been expanding with the deployment of its proprietary intelligent Automated Robotic Manufacturing System (i-ARMS) across various industries.

Just to name a few, this covers the electro-optical segment, the consumer and industrial products segment and the medical device segment, among others.

The next big thing for Pentamaster is medical automation solutions, which started with the acquisition of TP Concept in 2019 and the subsequent integration and consolidation of its operation, resources and know-how within the group. This has provided the group with the impetus to expand

the equipment assembly and test automation solution to include medical device automation.

The group believes it has built a strong foundation for future growth, anchored by a well-diversified range of technology solutions across different industries and geographical locations worldwide, advanced technology capabilities, investment in building infrastructure and active hiring of talented and skilled engineers.

As such, Pentamaster will not rest on its laurels but will continue to grow its customer base, revenue and profitability by capitalising mainly on its technical expertise and capabilities that it has built over the years – even amidst the challenges posed by the Covid-19 pandemic.



We are heartily grateful for all your support, efforts and contributions that brought us where we are today.



Automated Assembly & Test Equipment



Warehouse Automation Solutions



Factory Automation Solutions



Medical Automation Solutions

[www.pentamaster.com.my](http://www.pentamaster.com.my)







Electricity is an essential part of modern life and vital to economic activities. It powers everything from simple lighting to operating electronics, machinery, public infrastructure and has also seen a surge in demand from the global push for electric vehicles. Total electricity consumption, including retail sales of electricity to consumers and direct use electricity, has been steadily increasing annually.

Being such a vital commodity to modern lives, it is important to have proper Personal Protective Equipment (PPE) when working in these energised environments.

With over 30 years of industry expertise, G.B. Industries Sdn. Bhd. is firmly established as a leading one-stop solutions provider for electrical safety needs. It specialises in the manufacture of critical electrical PPE, specifically rubber insulating gloves and sleeves under the brand, NOVAX®. These products are essential protection in keeping workers safe when operating in hazardous and live environments.

*"R&D is essential for G.B. to enhance our products in our aim to be the one-stop solutions provider for all electrical safety needs."*

**Ong Boon Kee**  
CEO of G.B. Industries Sdn. Bhd.

The company emphasises innovation in its manufacturing processes and adopts best practices to meet and surpass stringent global standards such as the American Society of Testing and Materials (ASTM) and the European Standard (EN) guidelines.

Having a world-class facility that is integrated with extensive quality assurance systems helps ensure all its products are manufactured to the exact requirements expected from products used in high-risk environments from 500V to 36,000V.

G.B. Industries' dedication to its craft has enabled NOVAX® to become an internationally recognised brand synonymous with unrivalled quality and unparalleled performance. G.B. Industries' products can be found in over 50 countries.



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# Most Promising Exporters



Phili-Orient Logistics (M) Sdn Bhd group managing director (MD) Jay Shanker (centre) poses with the team in conjunction with the company's Most Promising award win at the EEA 2021 Gala Night.



Maxvue Vision Sdn Bhd chief executive officer (CEO) Selvam Kanniah (right) receiving the Most Promising award from Matrade CEO Mohd Mustafa Abdul Aziz at the EEA 2021 Gala Night.



Pacific Inter-Link Sdn Bhd chief operating officer Sriram Iyer (right) receiving the Most Promising award from Mohd Mustafa at the EEA Gala Night 2021.



Terengganu Silica Consortium Sdn Bhd CEO Surendren Nalliannan (fourth from left) takes a commemorative photo with the team for the company's Most Promising award win at the EEA 2021 Gala Night.



Stanyo Electronics Sdn Bhd MD Tan Ah Soon at the EEA 2021 Gala Night, where the company won one of the Most Promising awards.



Asma Wood (M) Sdn Bhd MD Ahmed Imaam Musadique (right) receiving the company's Most Promising award from Mohd Mustafa at the EEA 2021 Gala Night.



MDT Innovations Sdn Bhd group CEO Liew Choon Lian (right) receiving the Most Promising award from Mohd Mustafa at the EEA Gala Night 2021.



# Protecting the environment

HZ Green Pulp Sdn Bhd (HZGP) was established in 2017 with the commitment to protect and preserve the environment, which is anchored in its company mission, “To Green the Earth with Molded Paper Pulp Products”. In addition to this, its mission, vision, corporate social responsibility and environmental policy also aligns with environmental, social and governance considerations.

Its main manufacturing products consist of cup carrier trays, egg cartons, fruit trays, food trays and mushroom trays.

With the current environmental issues and pollution – global warming, plastic littering and climate change – HZGP came up with a business model to focus on producing moulded paper pulp products, to reduce the usage of plastics and polystyrene in the long run. In turn, this will help reduce carbon footprint, global warming and improve the aesthetic value of the environment.

Another key focus is to manufacture and export Malaysian-made products made from local waste, with HZGP setting the target to have a footprint in all continents and countries around the globe.

Within its first four years, HZGP products have been successfully supplied to 23 countries across Europe, South America, North America, Asia, as well as Australia and New Zealand. In the United States alone, HZGP products made its way to 22 states.

This was made possible due to the excellent quality and certifications for HZGP products – Brand Reputable Compliance Global Standard, Forest Stewardship Council and ISO 9001:2015 – that create a pathway to penetrate international markets.

HZGP products’ have also been certified 100% biodegradable and compostable with Eco-Label:009 by Sirim Malaysia.

HZGP always strives to improve society and contribute towards sustainable development, with the main purpose of running the business in an ethical manner and working towards having a more positive impact on society by ensuring sustainable growth.



HZ Green Pulp Sdn Bhd emerged as the Gold Award winner for the EEA 2021 Consumer Products (SME) category.

The company recently launched the HZGP Circular Economy Programme, where all paper waste from the community – such as households, hospitals, mini markets and schools – will be collected as materials to produce high-quality consumer paper products, ensuring that paper waste in landfills can be reduced and benefit the community, society and environment as a whole.

In recognition of its success, HZGP was awarded with the Platinum award for the Best Green Initiative at the Star Outstanding Business Awards 2020 (Up to RM25mil turnover) for its excellent contribution towards environment, along with being named an Outstanding SME by Golden Bull Awards 2021 and among the SME 100 Top Ten Fast Moving Companies Awards in December 2021.

The latest feather on its cap is emerging as the Gold Award winner for the Export Excellence Awards 2021 Consumer Products (SME) category. Not one to be complacent, HZGP is raring to move forward to the next level in achieving more milestones in the future, by exploring more export opportunities as the Regional Comprehensive Economic Partnership agreement takes effect this year.

■ For details, visit [www.hzcorporation.com](http://www.hzcorporation.com)

# Turning local bio-resources into natural products

BIOTROPICS Malaysia Berhad was established in February 2007 to develop Malaysian bio-resources into evidence-based natural products for both the local and international market.

Biotropics has been internationally exporting its branded herbal ingredients and products since 2007 to over 35 countries and recently won the Gold Export Excellence Award 2021 – Industrial Products.

“Clinically proven for safety and efficacy, patented, standardised ingredients” are the core principles of Biotropics products.

Scientific efforts are put in to ensure safety and efficacy through animal and human clinical studies conducted in Malaysia, the US, Europe, China and Japan to meet the international requirement of health authorities and to appeal to increasingly discerning consumers.

Biotropics also partners with research agencies (USM, UKM, UPM, MARDI, FRIM) and international research organisations to conduct scientific studies.

Biotropics research and product development works are centred around its key herb Tongkat Ali (PHYSTA), Kesum (BIOKESUM), Kacip Fatimah (SLP+) and has about 250 herbs in the pipeline.

As a result of the extensive studies and discoveries, Biotropics currently owns over 70 global patents for its propriety herb and 57 internationally recognised scientific studies.

One proud success for Biotropics is its branded Tongkat Ali extract (PHYSTA) which helps support bone strength, stress management, glucose management, sports performance, as well as women’s health, among others.

In 2021, PHYSTA was granted patent for



Biotropics has been internationally exporting its branded herbal ingredients and products since 2007 to over 35 countries and recently won the Gold Export Excellence Award 2021 - Industrial Products.

enhancing immunity, as an anti-viral and hormonal balance in women in the US and Malaysia.

These new findings provide opportunities for Biotropics to expand product range for both local and exports markets, making Biotropics an innovative market leader.

Biotropics will continue to offer exciting innovative health products and solutions to international market, bringing Malaysia herbs and health solutions known to the world.

■ For details, look out for the advertisement in this *StarSpecial*.



**HZGP**

**HZ GREEN PULP SDN BHD** (1082026-D)

was awarded the **Gold Award** under **Consumer Products** category under **Small and Medium Enterprises** in the **Export Excellence Awards 2021.**



**Northeast Precision**

**Sdn Bhd** (657883-H)

was awarded the **Gold Award** under **Machinery, Electrical & Electronics** category and had the honour of being named the **Exporter of The Year** under **Small and Medium Enterprises** in the **Export Excellence Awards 2021.**





# A front runner in the export market

FROM its humble establishment in 2008, Erapoly Global Sdn Bhd has grown into a robust and esteemed exporter in the fast-moving consumer goods (FMCG) sector.

The essence of its exponential growth and success is contributed by Erapoly's people and culture, in conjecture with the management's vision and their strong self-belief.

At Erapoly, its people are significant to the business and reflect the company as a whole. With this aspiration, Erapoly's aim is to provide a thriving environment and platform for people to continue to excel.

In addition to securing its foothold in this vibrant international market, Erapoly adheres to its philosophy of "Fast & Focus".

Fast represents the company's immediate response and reaction to changes while Focus represents its concentration in product innovation and continuous improvement in product quality and customer satisfaction.

Despite being a new player in the industry, Erapoly has set its sight to be a front runner in the export market, hence, has actively participated in overseas trade shows. Erapoly has also adopted digital initiatives such as websites, social media platforms and other B2B online platforms to expand its international presence.

In a nutshell, Erapoly's product portfolio includes coconut products, palm oil and fat products as well as dairy products. All the products are available in consumer and design packs in accordance



(From fourth left) Erapoly Global Sdn Bhd executive director Yan Hua Lan, managing director Chin Kok Tian and business development senior manager Tey Chee Shin with the team.

with international food quality and standards such as HACCP, GMP, FSSC, Halal, Kosher, FDA, MESTI, Vegan UK and Coeliac Australia.

To ensure stability and sustainability of the business, Erapoly has consistently grown its existing market while developing new markets by introducing new and innovative products through research and development (R&D) activities and sharp market insight.

Erapoly has since established a comprehensive international network of partners and customers with a presence in more than 70 countries.

With the expanding global halal industry and increasing demand of halal-certified products, in year 2019 Erapoly's major shareholders invested in Eramas Marketing (SEA) Sdn Bhd in 2019, a local distribution company to build,

promote and distribute EMMA inhouse brand of products in modern trade and local trade in Malaysia.

Today, EMMA Coconut series of products is listed in more than 300 outlets of National Key Account/ Modern Trade and more than 1,000 outlets of General Trade in Malaysia. With the presence of EMMA brand of products in Malaysia, Singapore, China and

***"The essence of its exponential growth and success is contributed by Erapoly's people and culture."***

Tanzania, Erapoly is aggressively penetrating into other potential international markets too.

In 2019, Erapoly obtained a RM6mil grant from the Malaysian Palm Oil Board (MPOB) under the National Key Economic Areas (NKEA) for expedite growth in food- and health-based downstream segment (EPP8).

In addition to the grant, Erapoly invested around RM30mil to set up a new factory in Techpark in Bandar Enstek, Negri Sembilan.

This new plant can produce approximately 1,500mt per month of spray-dried and spray-cooled powder which will further generate a new market and customer portfolio for the company.

Moving forward, Erapoly will continue to focus on innovative plant-based products, in line with its vision to be one of the largest plant-based spray powder suppliers in South-East Asia.



Specialize in :

**Coconut Products • Palm Oil & Fat Products • Dairy Products**



#### COCONUT PRODUCTS:

- UHT Coconut Cream/Milk
- Coconut Cream/Milk Powder
- Desiccated Coconut
- UHT Coconut Water

#### PALM OIL & FAT PRODUCTS:

- Red Palm Oil
- RBD Palm Olein
- Shortening / Margarine / Ghee
- Soap

#### DAIRY PRODUCTS:

- Sweetened Condensed Milk
- Evaporated Milk
- Full Cream Milk Powder
- Fat Filled Milk Powder

**ERAPOLY GLOBAL SDN BHD** (829896-X)  
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Our brands :







# The Star Export Excellence Awards 2021

## Top Glove Corporation Bhd

is honoured to be awarded the

### **Gold award for Consumer Products (Mid Tier and Large Companies)**

We dedicate this win to our stakeholders across the globe.

*Thank you for your continuous support!*

