

1st Jan - 31st Dec 2022

# NEWSLETTER



35 Years  
Tan Bee Suan

29 Years  
Ms Tina

29 Years  
Norhayati

27 Years  
Norhidayat

28 Years  
Rusiah

21 Years  
Hashim

27 Years  
Poh Chin

23 Years  
Ms Goh

23 Years  
Peter

25 Years  
Rosnah

21 Years  
Mr Koh

21 Years  
Rani

23 Years  
Mr Ee

22 Years  
Suhailly

*Appreciating Our Long Service Colleagues*



1992



1997



1998



2009



2012



2019



2021

# THE MAGNIFICENT 30 YEARS OF ACHIEVEMENTS MILESTONE

Started at a shop lot in SS2, Petaling Jaya and a coconut powder factory in Batu Pahat, Johor.



1992

100% acquisition of Claypot brand and the establishment of FKFF (M) Sdn Bhd, currently known as Linaco Ingredients Sdn Bhd, a joint-partnership with a German partner.



1997

Linaco Food Industries Sdn Bhd (LFI) factory was certified ISO 9001 and HACCP. LFI won the Enterprise 50 Award, organized by SME Corporation Malaysia and Deloitte Malaysia.



2001

Linaco Manufacturing (M) Sdn Bhd (LM) started coconut milk production in Tetra Brik Aseptic cartons.



2004

Linaco Group's annual turnover surpassed RM50 million and LM was certified Kosher.



2009

Linaco Group moved its operations to a 7-acre land in Shah Alam.



2012

LM was certified first in Malaysia to produce coconut water in Tetra Prisma Aseptic (TPA) 330ml Square Dreamcap by Tetrapak and was the first coconut factory in Malaysia to achieve closest to zero wastage.



2016

Linaco Group achieved a new milestone with over RM200 million in annual revenue.

LM was certified FSSC 22000 and recognized as the biggest contributor in coconut industry by the Ministry of Agriculture. LM also received Platinum Award – Best in CSR and Gold Award – Best in Global Market at Star Outstanding Business Award (SOBA).



2018

LM received Best Overall Excellence in CSR, Best CSR Impact Initiative, Best CSR Practices at The Golden Globe Tigers Awards and Silver Award – Best in CSR at SOBA.



2020

LM received Special Award – Halal Products at EEA, Platinum Award – Best Innovation and Male Entrepreneur of the Year – Par Excellence Achievement at SOBA.



2022

1994



Establishment of household brand, Rasaku. By Rafidah Aziz, Former Minister of International Trade and Industry.

1998



Moved to a bigger premise in Klang Utama.

2002



Claypot "Emperor Chicken Mix" gained recognition from the national industry, receiving the prestigious Special Award for Product Excellence from the Ministry of International Trade and Industry (MITI).

2005



LM was certified Halal Jakim and started production of coconut milk in cans.

2011



After 17 years, Rasaku's logo was enhanced with a bolder and more distinctive look.

2014



LM was certified first in Malaysia to produce coconut water in TPA 500ml Square Dreamcap by Tetrapak. Birth of COWA's brand coconut water in TPA 330ml and 500ml.

2017



LG celebrated their 25th Anniversary and received Gold Award – Federation of Malaysian Manufacturers Excellence Award.

2019



Business expansion through joint-partnership with Yuen Chun Industries Sdn Bhd, currently known as Linaco Specialty Industries Sdn Bhd (LSI) for sauce manufacturing and PT Kalimantan Kelapa Jaya (PT KKJ) for coconut manufacturing.



LM received Platinum Award – International Best Practice Award from Asia Pacific Quality Organization, Best in Class – Global Performance Excellence Award and Gold Award (Top Agriculture Industry Award) – The Export Excellence Award (EEA). LM was also recognized as the first in Malaysia to produce drinking water in TPA 330ml and 500ml Square Dreamcap by Tetrapak.



Linaco's foundation, The Bountiful Eye Foundation was officially registered in October.

2021



First commercial run for PT KKJ's 20-acre coconut manufacturing in Kalimantan, Indonesia.

LSI was recognized as the first sauce manufacturer in Malaysia to be certified Vegan.

Cowa underwent a full revamp from new logo to new brand manifesto.





# Special thanks from Our Long Service Colleagues



## TAN BEE SUAN

LINACO FOOD INDUSTRIES SDN. BHD.  
Production Operator

"I am very grateful to the company, all my colleagues and my boss, who have helped me a lot and gave me the opportunity to work here. Thank you very much."

35 Years



## KUMUTHAWATHY A/P VACHIRAM (TINA)

LINACO RESOURCES SDN. BHD.

Group Director / Corporate Governance

"Linaco crafted my life journey as I was given the opportunity and trust at every level to upskill and upgrade my knowledge in climbing the ladder to success."

29 Years



## NORHAYATI BINTI NGAPPON

LINACO MANUFACTURING (M) SDN. BHD.  
Admin Executive

"Saya sayang LINACO kerana syarikat ini adalah sebahagian daripada hidup saya. Linaco adalah tempat saya berkembang dari muda hingga menjadi warga emas sekarang. Walau di mana kita beradil, siapa pun kita selagi kita disebut sebagai pekerja, bekerjalah dengan jujur, ikhlas tak perlu berbangga diri, kerana kita bukan siapa-siapa."

29 Years



## RUSIAH BINTI MUSA

LINACO RESOURCES SDN. BHD.

Supervisor

"Sebagai pekerja lama dan juga berpengalaman di Linaco, saya gembira dan amat bersyukur kerana saya telah dinobatkan antara seorang pekerja yang paling lama. Terima kasih kepada syarikat kerana menghargai jasa dan pengorbanan saya selama bekerja di Linaco."

28 Years



## NG POH CHIN

LINACO FOOD INDUSTRIES SDN. BHD.  
Production Operator

"It was great. The people and the working environment made me stay at Linaco for 26 years. The bosses treat us like a family member. They are always friendly, always greet us and have a little chat with us during lunch time & break time. I always feel like I belong to the family and that's why I never thought of leaving this family."

27 Years



## NORHIDAYAT BIN BASRI

LINACO MANUFACTURING (M) SDN. BHD.  
Maintenance Engineer

"I would like to thank Linaco for their constant awareness about the employees' welfare. I am proud to serve at this company."

27 Years



## ROсна BINTI UNI

LINACO MANUFACTURING (M) SDN. BHD.  
QC Executive

"Antara perkara yang membina semangat bekerja di Linaco adalah dengan mempunyai bos yang sporting, rakan sekerja yang sangat baik. Gaji yang dibayar juga amat memuaskan."

25 Years



## EE SOON GENG

LINACO MANUFACTURING (M) SDN. BHD.  
General Manager

"Linaco provides me with opportunities for self-development, which is essential in today's working environment. We have received good support from our central management over the years."

23 Years



## GOH SEOK TENG

LINACO RESOURCES SDN. BHD.  
CSR Strategist

"It has been a memorable and exciting journey as I have grown with the company in every aspect of the challenges and scope of duty."

23 Years



## PETER NG LIN SUI

LINACO MANUFACTURING (M) SDN. BHD.  
Logistics Manager

"The best part of Linaco that inspires and motivates me to work for over 20 years is definitely its working environment. I have a great group of colleagues, and teamwork is always the most important element among us to help overcome challenges. We have good communication with each other and trust in each other's work."

23 Years



## SUHAILLY BIN KASBOLLAH

LINACO MANUFACTURING (M) SDN. BHD.  
Senior QA Executive

"Thank you to the top management, middle management and all staffs involved in this long service appreciation. After working here for a few years, I feel that Linaco is a good company. I have also been working and living in the Batu Pahat area for the past several years."

22 Years



## KOH PEE PIN

LINACO MANUFACTURING (M) SDN. BHD.  
Factory Manager

"I have learned a lot from Linaco as I have three great teachers here. Mr YT Ling who taught me how to run and manage the factory; Mr YL Ling who imparted the knowledge in calculating, designing processes and factory; Mr Richard Ling who guided me on ways to deal and handle customers and marketing."

21 Years



## MOHD HASHIM BIN ABD RAHMAN

LINACO MANUFACTURING (M) SDN. BHD.  
Production Supervisor

"Saya berasa bangga menjadi sebahagian dari perjalanan syarikat daripada awal bisnes sehingga syarikat kini di kenali serata dunia. Syarikat ini juga mempunyai mesin-mesin yang canggih untuk menghasilkan produk yang berkualiti."

21 Years



## THANGGARANI A/P MUNIANDY

LINACO RESOURCES SDN. BHD.  
Senior Logistic Strategist

"My journey at Linaco was inspired by the working environment as well as my colleagues, bosses and HOD. I have received opportunities, learned new things, gained working experience and developed personal growth."

21 Years



## CHIEF SALES OFFICER

First and foremost, hello! Most of you may know me as I have been in Linaco for close to 10 years. It is an honour and a privilege to be given the opportunity to lead the sales force as Chief Sales Officer for Linaco Group, who owns four top brands in Malaysia; Rasaku, Yuen Chun, Claypot and COWA. Each brand has a distinct target market given that we live in a multicultural country.

Secondly, I am blessed to have a proven team that has achieved great things. During the COVID-19 pandemic, which has led to a series of sales challenges for many businesses around the world, our sales grew by 16.72% in year 2021 compared to the previous year through everyone's determination and ability to adapt to changes. This has given us a stronger foundation to achieve even greater milestones in the coming years.

Moving forward, there are a few key areas that we need to focus on for the next 3 years:

- Through creative marketing, we can improve brand image and build loyalty.
- To ensure that our local market continues to grow in the right sales and distribution channels with effective trade marketing activation
- To streamline and focus our resources on key export markets only.
- To create new products that will excite consumers and keep up with market trends.
- To groom new leaders within the team to be in line with the company's growth.

My final message to all of you is that for the next few years, the only way to be certain in a current uncertain world is to continue to improve, innovate, think outside of the box, embrace changes and support each other. Together, we can do great things.

Thank you.



*He who builds will himself be built.*

### SUTERA MALL ROADSHOW

Johor Bahru, 8-9 Jan 2022

How has The Fortune Tiger Roadshow benefitted us?

- Online and offline exposure
- Facebook live stream
- Special mention and more awareness by invited influencers



### YUEN CHUN VEGAN SAUCES

NEW



### MARKETING ACTIVITIES



Did you know?  
RASAI BERSAMA  
Is Rasaku latest tagline.



Rasaku Rebranding with new tagline 'Rasai Bersama'.

- This project was kicked off with Chef Fendi sharing easy and wholesome recipe using Rasaku products with the underserved community.
- Live cooking show hosted by Chef Fendi on various platforms including Youtube, Facebook and Shopee.

#### Collaboration with influencers for content creation



Independent fitness and pilates coach at FlyProject

@thepurringyogi  
Followers: 6.5k



Outdoor and enthusiast camper

@derickthecamper  
Followers: 32k

#### E-commerce

Overall e-commerce revenue with a positive surplus of 5% across all platforms. We aim to increase more followers.

Followers:	Shopee	Lazada	5%
cōwa	1714	1265	
Rasaku	1860	258	
YUEN CHUN	1129	496	
CLAYPOT	814	600	

**Shopee Live:** Weekly Shopee and Facebook Live as part of the engagement strategy



#### COWA E-mart Sales





# The Most Exciting Event 2022



## THE SOME FESTIVAL



COWA is the official beverage sponsor at Sometime Private Event



Amanda Amry



## AFORADIO ROADSHOW

### JOHOR BAHRU



I didn't know something simple can be so aesthetic -Cathryn-

### BATU PAHAT



### KLUANG



## AFORADIO X COWA



A modernized take on a traditional kuih -Khishenraj-

Guess the Rasaku ingredients used in the cake?



## APAM NUTS MANIA

ABC Cooking Studio X Rasaku

## STAR EMPLOYEE ENGAGEMENT DAY



TheStar



WOW! Sharifah Shahira visited and bought our Claypot product

## ABC Cooking Studio X



FLY ME TO JAPAN



DID?? YOU KNOW?  
COWA COCONUT WATER IS AVAILABLE IN airasia's santan FLIGHT MENU

## Siti Habsah Initiative

We Have Raised

# RM27,175.00

People like YOU are the reason we can continuously reach out to the community in need and we truly can't thank you enough.

Your contribution will be channelled towards our mission in helping Kak Siti restart her business and to assist the family on their routine expenditure.

Thank you once again,  
for being part of this

"WE STOP GIVING, WHEN WE STOP BREATHING"  
-JOE LING-



A SMALL ACT CAN HAVE A BIG IMPACT

Thank you so much for your kind support to Siti's campaign! We are pleased to inform that she will now have a better vehicle to safely transport her children as well as a leg up for her Nasi Lemak business.



We have also replaced Siti's household items with a brand new washing machine, cooking stove, queen size mattresses and head pillows, vacuum, iron and cooking utensils for her to start her business.



Edison donated his Proton Wira

Thank you,  
For making a difference



# "SPECIAL Highlights"

## JANUARY 2022

### VOLUNTEERS PREPARED MEALS FOR FLOOD AFFECTED FAMILIES

12 JAN, Subang Jaya - LINACO Intentional CSR Initiatives (ICI) Group 01 volunteers stationed themselves at the Community Hall at Kampung Bukit Lanchong, Subang Jaya to help prepare meals for more than 200 families. The operation was led by What A Waste (WAW), an NGO focused on saving food waste through collection and redistribution to communities in need.



*Volunteers prepared meals*

### MALAYSIAN CARE COURTESY VISIT TO LINACO

26 JAN, Shah Alam - LINACO-TBEF were delighted to meet representatives from Malaysian Care in person. We have successfully networked by introducing our work and shared values.

Established in 1979, Malaysian Care is an NGO committed to serving the poor and needy irrespective of religion and ethnicity. Their work focuses on empowering communities by aiming for long-term sustainable development and positioning themselves as partners to the communities and people they are serving.



*Alvin*

**Acting Exec.  
Director, Malaysia Care**

"We really want to empower communities and get them out of poverty."

### VISIT KLINIK KECHEERIAAN; PRIMARY CARE FOR MARGINALISED COMMUNITIES

20 JAN, Subang Jaya - Since August 2021, LINACO-TBEF has been supporting two children via AUTRUI 1000 Days Initiatives.

This initiative aims to improve the access to adequate nutrition and proper healthcare for pregnant mothers and their babies during pregnancy until the child is two-years-old, which is a crucial stage in building strong foundations of health in a child.

According to AUTRUI, these foundations were built for life-lasting to ensure the future success of a person.



*Carmen*

**Autrui Global**

"Our work focuses on providing primary care for marginalized communities with the framework of social enterprise."

## FEBRUARY 2022

### PAVING A FUTURE FOR COMMUNITIES WITH WAYMART

18 FEB, Johor Bahru - The proposed WayMart encompasses the idea of supporting local made goods while giving selected NGOs the opportunity to earn revenue. The profit will be channelled back to the communities through these NGOs.

**waymart**



### JOY OF GIVING

31 MAR, Shah Alam - THANK YOU to all who have contributed to the Joy of Giving Campaign. We were honoured to be the ones sending these gifts to the children and were absolutely delighted by the smiles on their faces when they received their gifts.



### INTENTIONAL CSR INITIATIVES (ICI)

#### GOTONG-ROYONG THE LINACO WAY

The recent Gotong-Royong held around LINACO Shah Alam HQ compound. 12 dedicated volunteers from ICI Group 02 collected 12 bags full of trash after 2 hours of work under the sun.



## MARCH 2022

23 MAR, SHAH ALAM - Two rounds of volunteers helped with preparing and packing 800 WayBox in two days. There were 10 volunteers for each day.

ICI Group 03 was the first group to experience working in the new CSR Warehouse.

On 24 MAR (day 2), an amazing fleet of volunteers were deployed from Sales Team to complete the remaining boxes required.



*Special Thanks to Sales Team!*

### CSR TEAM'S VISIT TO SEEDS

4 MAR, KLANG - Situated not far from LINACO Shah Alam HQ, the Social Eco Enterprise Development for Sustainability (SEEDS) is a place to learn about agroforestry and getting closer to the source of our food.

The purpose of the visit is to learn about the composting programme provided by SEEDS and to discuss about a potential collaborative partnership in the future. We see that this is a good opportunity internally and externally.





## APRIL 2022

### GLOBAL PEACE FOUNDATION AS NEW PROJECT PARTNER

6 APRIL, MUADZAM SHAH – 280 seedlings delivered to Kampung Padang, Kampung Bukit Biru, Muadzam Shah, Pahang.

The Coconut Seedlings Sponsorship Programme under LINACO-TBEF is gaining momentum with new project partners. One of them is Global Peace Foundation (GPF).

GPF is an NGO with a mission to build resilient cohesive communities. One of their programmes is to empower Orang Asli communities through Agroforestry Projects, i.e. improving livelihoods of Orang Asli communities through the management of forest farms.

### PREP AND PACK KOTAK KEBAHAGIAAN 3.0

22 APRIL, SHAH ALAM – 3000 boxes of Kotak Kebahagiaan were prepared in three days with help from volunteers and LINACO's Production Team.



### TRUTHBOX FOR COMMUNITY LEARNING CENTRES IN PAHANG

8 APRIL, BETAU – A project monitoring visit to the three Orang Asli Community Learning Centres (Pusat Didikan Komuniti Orang Asli, PDK) in Pahang.

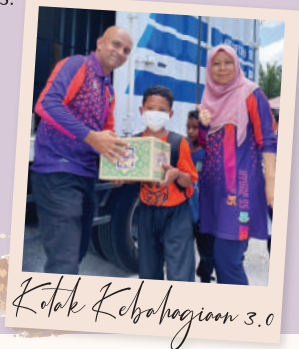
The visit has been made more meaningful with our Team revealing the TruthBox set to the Orang Asli children in the learning centres.



### KOTAK KEBAHAGIAAN FOR SK SUNGAI JUDAH & SUNGAI BUMBUN (A)

25 APRIL, BANTING – Since early 2022, LINACO has adopted Sekolah Kebangsaan Sungai Judah and Sekolah Kebangsaan Sungai Bumbun (A) fully under the MyKasih Love My School Programme. The programme provides cashless reimbursements for students so that they are able to purchase meals and other items at school.

Both SK Sungai Judah and SK Sungai Bumbun (A) have at least 80% Orang Asli students in their schools.



## MAY 2022

### SOFT-LAUNCH OF WAYMART

In partnership with Malaysia Business Group (MBG), the WayMart intend to provide a long-term income stream that will allow NGO to become self-sustainable.



### SEED OF HOPE

This project will supply coconut seedlings to Orang Asli



communities, who will then be trained in converting coconut sap into coconut sugar (gula Melaka) and virgin coconut oil.

We are also honoured to collaborate with the Global Peace Foundation. They integrate fruit and forest plants in agroforestry to cultivate self-healing land, thus allowing nature to restore and rejuvenate its soils back to fertility.



### CSR MANAGEMENT TRAINEE

We'd like to take this occasion to welcome our first management trainee candidate, who will be groomed to become an asset to the company.

During the employment, the candidate will be exposed to management training courses and seminars to assist them in attaining their full potential in many sectors of the company. This includes upholding The Bountiful Eye Foundation's mission and vision.



## JUNE 2022

### KELULUT PROJECT TO AID NEEDY STUDENT

The inauguration program of the "Smart SEMESTI Honey Garden" Project was successfully completed on June 15, 2022.

The donation we have given to the school has been put to good use. We were able to witness healthy and beautiful honeybees flying around the permanent plant area to collect flower essence for honey production.





# SABAH PLANTATION



**Official Launch Ceremony**

19 March

Scan to view launch video

**Sabah Maju Jaya Exhibition**

28 - 30 March



Linaco is honoured to be part of Hala Tuju Sabah Maju Jaya initiative focusing on coconut development in Sabah.

**Jelajah Aspirasi Keluarga Malaysia**

20 - 22 May

**Kaamatan Festival Sabah**

29 - 31 May



Alex Yong (in red) Executive Director of Linaco Plantations (Sabah) Sdn. Bhd.



## LINACO PLANTATIONS (SABAH) SDN BHD LAND DEVELOPMENT PLAN



It was a historic day for **Linaco Plantations Kota Kinabalu** on 7 December 2022, when we received our **Approved Project Land Development Plan** personally handed to us by the **Sabah Director of Agriculture YBhg Tuan Jifrin Mohamad** himself.



On the same day, our **MD Mr Joe Ling** also received our **Approved Site EIA Report** and officially signed the **Compliance Agreement** with the **Sabah Director of Environment Protection YBhg Tuan Vitalis Moduying**.



We were triple-blessed to officially connect with the newly-appointed **Sabah Ministry of Agriculture SUT YBhg Tuan Robert Stidi** in his office.

## ERADICATE POVERTY PROGRAMME IN PITAS, SABAH



Alex shared about the huge potential of coconut industry to the people in Pitas and Linaco's role in helping to eradicate poverty through our recruitment programme and plantation project.

## RECRUITMENT AWARENESS PROGRAMME IN KUDAT, SABAH



Our team in Sabah from left Alex Yong, Daniel Fong & Kelvin Yong





# 2022 Exhibition & Conference

## COCOTECH 2022 KLCC CONFERENCE & EXHIBITION



Joe is one of the speakers at the conference, sharing on Promoting Climate Friendly Production of Coconut Palm and Products



Proud sponsor for International Coconut Community 50th International COCOTECH Conference and Exhibition (The largest technical conference dedicated solely to coconut development). COCOTECH was held from 7th to 11th November 2022 at Kuala Lumpur Convention Centre.

The conference featured knowledge and experience exchange with experts from research and development organizations, businesses, and the private sector. At least 500 participants from 30 Countries attended this conference and expo.



## COCOTECH 2022 DELEGATES VISITED LINACO MANUFACTURING



A successful field trip to our coconut processing factory in Batu Pahat by the ICC delegates from 13 different countries!



Linaco hosted more than 80 International Coconut Community delegates from 13 different countries and 50 officers from the Ministry of Agriculture and Food Industry (MAFI) and Department of Agriculture (DOA) at its coconut manufacturing in Batu Pahat, Johor on 11th November 2022.

Participants were given a factory tour, followed by a buffet spread of local dishes including cendol using Rasaku coconut milk and unlimited COWA Ingredients For A Better World coconut water.

We are honoured to have the opportunity to showcase our rich legacy with the intention to unite all coconut players as growth drivers in the global coconut industry.





# EXHIBITIONS

## CONSUMER FAIRS



iFood Expo

Bukit Jalil - 31 Dec-2 Jan

*Building brand awareness and products sampling to the consumer at respective exhibitions while training and building our employees knowledge and confidence.*

*"He Who Builds Will Himself Be Built"*



iMakan Expo 2022

Putrajaya - 25 - 27 Nov



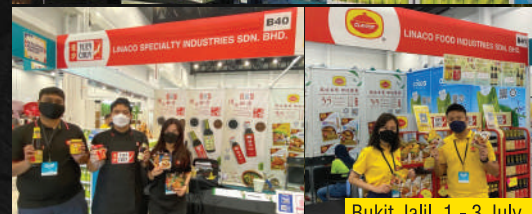
iFood Expo

Penang, 27 - 29 May



iFood Expo

Johor, 5 - 7 August



iFood Expo

Bukit Jalil, 1 - 3 July

myStarjob.com  
**FAIR** 2022



My Star Job Fair

Bukit Jalil, 25 - 26 June



Sunway, 27 - 28 August

*A corporate exercise for our ever growing Linaco family.*

## TRADE EXHIBITONS



Gulfood

Dubai, 13 - 17 Feb



Thaifex Anuga

Bangkok, 24 - 29 May



Fine Food Australia

Sydney, 5 - 8 Sept



SIAL Paris

Paris, 15 - 19 Oct



MIHAS 2022

MITEC, 7 - 10 Sept



Food & Hotel Malaysia

KLCC, 29 - 31 Mar



Food & Hotel Indonesia

Jakarta, 26 - 29 July



Food & Hotel Asia

Singapore, 5 - 8 Sept

*Connect and reconnect with the potential and existing international customer.*

EXHIBITIONS AROUND THE WORLD



## Congratulations on your promotion!



### ASSISTANT FACTORY MANAGER

*Syafiq Lee*

Thanks to the management for the promotion. Still, I cannot deny that I am very happy and proud because I feel my effort during these three years brought positive and satisfactory results. I am ready to take on challenges. For me, the team always come first, and without the help of my colleagues, I am nothing. My advice to our fellow colleagues is "Opportunities don't happen, you create them". You have to explore new ideas, go out of your comfort zone, experiment yourself, take risks and push yourself to learn new skills. The more you experiment, the more opportunities you create for yourself. My gratitude to all the people who made it possible for me.  
--"He Who Builds Will Himself Be Built"--



### ASSISTANT LOGISTIC MANAGER

*Nur Azimah*

Hi everyone! First and foremost, I would like to express my gratitude to my HOD, Ms Daphne Soong and the management team for my recent promotion to Assistant Manager. Thank you so much for recognizing my hard work and believing I was ready to take on a new role and more responsibility. I am so incredibly excited to experience the new growth and challenges ahead. I respect the trust everyone have placed with me, and I want to thank every one of you from the bottom of my heart. Last but not least, a big thanks to my team members as well. I feel extremely motivated and encouraged by your support. I promise to do my utmost best in this new role.



### ASSISTANT TREASURY MANAGER

*Lillian Chin*

It is my pleasure to have the opportunity to write this note to thank the Management, Department Manager and teammates for my recent promotion to the position of Assistant Treasury Manager. I am delighted to have the full support from everyone in the organization, motivating me to go the extra mile for this promotion. The support and mentoring in the past have been beneficial to me and the team spirit also plays an important role in our journey of learning new skills and enhancing our current skills. Let's all do our best so that we reflect well on the company.

## Well Deserved Colleagues Who Obtained Special Awards From Emerging Leadership Development Programme (ELDP) 13-15 December



### MOST VALUE DRIVEN

*Syafiqah Binti Hud*

#### Senior Sales Admin Strategist

ELDP provided me an opportunity to polish my leadership, communication and teamwork skill. Module structure on ELDP is well organized because it develops a leader based on Linaco mission, vision & value. The best take-aways I get from this program is P.I.E (P-Positive statement, I-Improvement / suggestion, E-Encouragement) sandwich technique. Under module 2, we are taught to provide and receive constructive feedback, and to ensure our feedback is never personal.



### BEST RESPONSIBLE INDIVIDUAL

*Faridah Binti Abdul Hamid*

#### Senior HR Executive

This leadership program improved important skills in terms of thinking, interacting, understanding, communication skills and increased my motivation in job performance. I was able to identify my strengths and weaknesses, understand my team better from different perspectives and build a good relationship with them for future improvement.



### MOST IMPROVED INDIVIDUAL

*Nor Edayu Binti Hamzah*

#### Production Executive

"I'm grateful that I was chosen to be part of the eight-month ELDP. Through the tasks provided by the 4 training modules and commitment given, I have practically improved myself and my team. I have learned a lot of knowledge and methods from the ELDP, starting with how to improve myself and become a transformational leader with effective communication skills. My team members have also developed new skills and became motivated. As a result, the ELDP produces a more skilled workforce with increased productivity. Last but not least, good rapport was built among us and we are working together towards the same direction and goal.



### MOST IMPROVED INDIVIDUAL

*Hrir Mohamed (Simo)*

#### Senior Business Development Strategist

It is hard to put this feeling into words. Nevertheless, I am very glad to do this sharing on such an important and momentous occasion in my life. It is indeed my honour to receive this award as the Most Improved Individual. I strongly believe this is the strong result from team work; without them, I will never be able to make such changes, each Linaco employee is contributing to this achievement. In fact, I'm just holding the Certificate on behalf of them. Again, thank you everyone for making this possible and I'm grateful for this recognition.



## KEY MANAGERS MEETING

Pinetree Hotel, Batu Pahat, Johor 13-15 December 2022



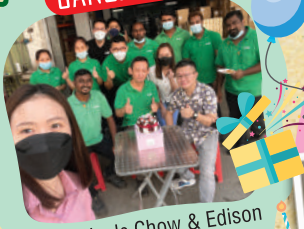
### Total of 54 managers from 11 departments:

- Corporate Governance
- Human Relationship
- Accounts & Finance
- Sales
- Marketing
- Procurement
- Logistic
- QA & R&D
- Admin & IT
- Production
- CSR



# BIRTHDAY CELEBRATIONS

JANUARY



Rishi, Uncle Chow & Edison

FEBRUARY



Joey & Ruth

MARCH



Koh

APRIL



Jeannette

Ee

MAY



Tina

AUGUST



Stanley

Norman

Suhaila

Natasha

November



December



Hwa Lik

Peter

See

## New Born Babies



Hui Fen's Baby Boy  
19 April 2022



Did you know that Kay is from our Warehouse Department & Faizah is from Production?  
Faizah & Kay's Baby Boy  
24 September 2022



Aiman's Baby Girl  
8 November 2022



Analina's Baby Boy  
14 November 2022



Izzah's Baby Boy  
19 November 2022

## EXPORT EXCELLENCE AWARDS 2021

SHANGRI-LA HOTEL KL - 27 January 2022



Linaco Manufacturing won Special Award under Halal Product Category

## STAR OUTSTANDING BUSINESS AWARDS 2021

ONE WORLD HOTEL PJ - 24 March 2022



Our Group Executive Director, Joe Ling scored well and emerged as the Male Entrepreneur Of The Year Category



Linaco Manufacturing (M) Sdn. Bhd. was recognised for its circular economy (zero wastage) initiative and took home Platinum Award For Best Innovation Category

## LOGISTIC UPDATES

% CHANGE ON TOTAL CONTAINER HANDLING JANUARY to JUNE	2020	% VARIANCE FROM 2020 TO 2021	2021	% VARIANCE FROM 2021 TO 2022	2022
LINACO MANUFACTURING	2043	19.87%	2449	1.43%	2414
LINACO INGREDIENTS	427	3.28%	413	3.39%	427
RASAKU MARKETING	12	300%	48	431.25%	255
LINACO FOOD INDUSTRIES	18	16.67%	15	46.67%	8
TAPEME	13	61.54%	21	0%	21
LINACO SPECIALTY INDUSTRIES	269	13.38%	233	10.30%	257
TOTAL	2782	14.27%	3179	6.39%	3382

WHAT IS TEU?  
Twenty-Foot Equivalent Unit

Despite the lockdown challenge in Shanghai, China and other affected countries, our sales and logistic team still managed to increase our in number of TEU.

❖ Total TEU handling increased by +203 (6.39% incline)

