



July - September 2018



"HE WHO BUILDS WILL HIMSELF BE BUILT"

NEWSLETTER

Summary for happenings in the group



Camfood 2018
Cambodia International Food
& Drinks Industry Show
19th Sept - 21st Sept



SIAL Paris
Paris-Nord Villepinte
Parc des Expositions
20th Oct - 25th Oct

Spot us @
Exhibitions
Around the World



Yummex Middle East
Dubai
30th Oct - 1st Nov



Message from Mr. Yong
Director of Linaco Manufacturing (M) Sdn. Bhd.

Leadership Inspires Necessary Actions Creating Opportunities.

This is what I feel should be synonymous with Linaco.

Looking back, I am glad to be part of the 'pioneer' team helmed by Richard Ling during Linaco's infancy, and now part of Jimmy's and Joe's stewardship towards a greater transformation. The journey of catalysing Linaco's growth with the team has always been exciting.

Richard believes in the immense potential of this wonder tree-of-life whose every part can be used. His entrepreneurial articulation of the coconut industry and personal sacrifices are really inspiring. At times, I am in awe with his quick and strategic solutions.

Since the beginning, he has emphasised on delivering good value-added products and solution-oriented services with commitment and dedication. These values, I believe, make the core foundation of Linaco's growth.

Starting with coconut cream powder or 'white gold', we arose to become one of the main players for coconut products diversification. We were the early explorers to promote coconut water in the mid-90's albeit the inopportune time. Subsequently, Richard decided to venture into Ultra Heat Treatment (UHT) process and the rest is history.

Challenges evolve with time, but let us believe that we can make a difference here in Linaco, giving us an enriching career journey.

Thank you.



BIRTHDAY CELEBRATIONS!

July Birthday Babies



Ferix, Sarah, Ms. Goh,
Min Min, Wei Yin, Chin,
Yvonne, Joe, Syafiqah
& Kwang Fong

August Birthday Babies



Azimah, Joyce, Steven,
Stanley, Day Sze, Rani
& Sam, Chris & Yong



Awesome!

September Birthday Babies



Hasmah, Burn, Hua Bing, Jolene,
Choi, Suhana, Chong, Alena & Sean



Happy Birthday to our July, August and September babies! On this special day, you have added another candle of knowledge and wisdom to your life. May all your dreams come true...



BOWLING TEAM WINNERS

13th July

1st



The real play is to beat yourself. Sadly, my scores have not been consistent. I do love the game but one thing I learned in bowling is to live a balanced life. Too much of something may throw you into the gutter. So, train well and live well. 🍌

Gordon Yap Choo Khoon,
Sales Administration Strategist,
Coconut Water (COWA) Sdn Bhd



TEAM WINNERS



2nd

TEAM WINNERS



3rd

GO BOWLING

54 people from Linaco joined the company's cherished tradition of bowling tournaments since year 2014 at Wangsa Bowl Setia City mall.

Top three teams :

1st : Low Cheng San (CS), Jimmy Raymond (JR), Hrir Mohamed, Thangarani a/p Muniandy (Rani), Low Karr-Nn

2nd : Erene Lim Kim Hwa, Felina Atikah binti Yusri, Muhammad Loqman bin Mustafa, Alena Lou Wang Xin, Gordon Yap Choo Khoon

3rd : Chen Ling Ming, Lee Kin Wei, Lim Lok Ee, Hailey Lim Sin Li, Yong Kheng Loong (KL)

KEY MANAGERS MEETING



LINACO
**KEY MANAGERS MEETING
BEST WESTERN, I-CITY
SHAH ALAM 26 JULY 2018**



Durian fans can finally unite in relishing the irresistible aroma and taste of the king of fruits with no apologies.

A lorry carrying Musang King, Super and Bamboo came to the parking lot of Linaco Resources Sdn Bhd, where a whopping 140 kg was consumed!

26th July

DURIAN PARTY

"Due to popular demand by the people of Linaco, I organised the durian party for all of us. After you put the durian into your mouth, you feel like you are in heaven!"

Low Cheng San (CS),
Senior Finance Manager,
Linaco Resources Sdn Bhd

Durian Facts!

The durian fruit is packed with immune-boosting antioxidants, phytonutrients, vitamins & minerals



Merchandising team having their 'Durian Fix'



"We got to help each other... Be bold to say, 'Can someone help me?'"

Top 3 factors fostering affinity:
1. Understanding and considerate
2. Willing to listen
3. Friendly

Top 3 factors fostering respect:
1. Trustworthy
2. Humble
3. Being a Team Leader

Richard Ling
Linaco Group Chairman

Linaco Team Building

27th- 28th July

93 people from Linaco Group participated in the company's team building event at Adeline Villa & Rest House, Gopeng.



with everyone



All the teams!





After the water rafting!



From accidentally (or intentionally) falling from white water rafts in turbulent 7km rivers to waddling across underground water in Gua Tempurung, the team building trip is not for the fainthearted.

"Unlike other ordinary team building, ours was held close to Mother Nature; my favourite activity was white water rafting."

Thanggarani a/p Muniandy (Rani)
Senior Logistic Strategist,
Linaco Resources Sdn Bhd



Nature lovers who preferred more relaxing activities also enjoyed jungle trekking through the refreshing foliage and therapeutic massage by the pristine waterfall.

"For jungle trekking, I learned how important it is to take care of other team members especially of their safety."

Chen Ling Ming
Senior Production &
Maintenance Executive,
Linaco Food Industries Sdn Bhd



Pyjamas Party!

Besides exercising our body, we worked our minds as well through team building games like the Speed Test, I-Maze and insightful group discussions.

"In solving i-Maze, I could see trust and teamwork. Every decision was made as a team and we trusted that our team will guide us back to the starting point when we were lost."

Lillian Chin,
Senior Accounts Strategist,
Linaco Resources Sdn Bhd



Teamwork!



Joe's Birthday

Finally, to fuel the exerted mind and body, a delectable buffet was served from day till night, where we threw a fun pyjamas party with wild fruits (durians and rambutan) and cake!



LINACO GOLF CHALLENGE

A GREAT COURSE, A GREAT CAUSE



1st Aug

88 golfers came to Kelab Golf Negara Subang (KGNS) to swing for a course and to swing for a cause.

Over RM100,000 was raised from the event for the tax-exempted non-profit organisations consisting of:

- Dignity for Children Foundation
- Sarawak Children's Cancer Society
- Pertubuhan Kebajikan Agathians Malaysia

On behalf of our elected organisations above, we would like to extend our heartfelt gratitude for joining hands with us – rain or shine!



Company Fun Fact

Did you know that we have bananas growing behind our office and factory in Shah Alam (Lot 17)?

"I thought the 'Challenge Chairman' novelty hole was fun and creative to challenge the Chairman."

Ting Kwai Hoe,
Rabobank International

"We have all enjoyed ourselves very much. We are proud of Linaco for taking such a noble cause. Please keep my contact and we will participate again in the next golf challenge."

Anthony Lee,
Turbo Bio Engineering Sdn Bhd

"I was really caught by surprise at the number of orphanages and cancer-stricken children we have in Malaysia. Thank God for Linaco in organising this event – a real eye-opener for me."

Steven Lee,
Eminence Worldwide
Group Sdn Bhd

"The reception was fantastic and the participants really felt welcomed. What is memorable to me was the sharing and performances of the charity organisations, particularly Linaco's conviction in helping various NGOs."

Rodney Wong,
MunchWorld Marketing
Sdn Bhd



Linaco Carnival Batu Pahat

30th June

Over 1,500 people of Linaco's people and guests including folks of Kampung Kelicap joined the Linaco Carnival Batu Pahat held at Linaco Manufacturing (M) Sdn Bhd (referred as LM). With thrilling games interspersed with lucky draws and entertaining shows, the atmosphere was euphoric and lively.

Ee Soon Geng, Factory Manager of LM gave a pre-opening speech, followed by Joe Ling, Managing Director of LM who presented the 25th and 10th years' service awards. Tony Ling Yong Tong (YT), Director of LM, lastly concluded the event with his encouraging words.



“

“Saya amat gembira melihat kehadiran semua. Kemakmuran ke depan hanya boleh datang dari kerjasama semua pihak.”

Tony Ling Yong Tong (YT),
Director, Linaco Manufacturing (M) Sdn Bhd

“Everybody is enjoying no matter where they are from.”

Koh Pee Pin
Assistant Factory Manager,
Linaco Manufacturing (M) Sdn Bhd

“Persembahan karnival ini cukup menarik dan makanan juga lazat!”

Mohamad Faiz Izwan bin Ilias
HR Clerk, Linaco Manufacturing (M) Sdn Bhd

“Jawatankuasa atur cara telah membuat satu kerja yang bagus. Saya mahu menyertai karnival seperti ini sekali lagi tahun depan.”

Ajay Kumar Mandal
Operator, Linaco Manufacturing (M) Sdn Bhd

”

Trip to Penang and Cameron Highlands

31st Aug - 2nd Sept

68 workers from Linaco Manufacturing (M) Sdn Bhd with above 5 years of service were rewarded a trip to Penang and Cameron Highlands. Amongst the interesting sites visited were Batu Ferringhi, Lavendar Garden and the bees' farm.



Penang!

LINACO CARBON 炭世界

A charcoal factory will be built on the grounds of Linaco Manufacturing (M) Sdn Bhd, in line with our vision to have zero waste. Targeted to commence this year, Linaco Carbon aims to be one of the key suppliers of coconut carbon in Malaysia.

“There has been many buying enquiries even before we start production. We are currently negotiating with one of the big suppliers of activated carbon in Asia.”

Ling Hua Lueng,
Director, Linaco Carbon Sdn Bhd



One with the team.



LM Certification

Did you know we have obtained the following certificates in addition to our existing certificates?

- **V-label** : This is for our vegan coconut cream powder
- **Gluten Free** : This is for all our products
- **FDA** : Linaco Manufacturing (M) Sdn Bhd has been registered with FDA

#ANAK ANAK MALAYSIA WALK



Career Fair at UCSI University

4th July

Linaco participated in a career fair held at UCSI University. It was a success with 107 internship applications and 13 full-time applications in Linaco.

2nd Sept

14 people from Linaco joined over 6,000 people in the #AnakAnakMalaysia Walk at Eco Ardence Sales Gallery in Setia Alam for the purpose of celebrating Malaysia's diversity and promoting unity.

“There were noises and performances everywhere but once the national anthem started playing, everyone stood still in silence and started singing. I am touched with their love and loyalty for the nation.”

Lee Kin Wei, Assistant Accounts Manager, Linaco Resources Sdn Bhd



13th Sept

Career Fair at Sunway University

CSR Initiatives

Gua Musang



Worthy Uphill Ride at Gua Musang

25th - 26th June 2018

Nine people from Linaco visited a group of primary school students at Sekolah Kebangsaan Pos Balar, Gua Musang, under the MyKasih Foundation. Driving five 4-wheelers for seven hours through the muddy forest, they overnighted under a shack before visiting the school the next day.

"It was amazing to see a school deep in the jungle. This shows that the indigenous people's desire to change their lives through children's education."

Mavis Cheow Mei Mei,
CSR Strategist,
Linaco Resources Sdn Bhd



JURASSICA

Joyful Moments with Children of My Bethesda House

21st June 2018

12 people from Linaco brought 11 children from Bethesda House at Rawang to The Gardens' Mall Jurassic Amusement & Theme Park, followed by the movie, Jurassic World 2.

"My first thought was that it would be difficult to get along with the kids since I did not know them but surprisingly, it was easy to mingle with them. They were so friendly and easy to get along!"

Nurul Nadiah binti Muhammad Nadzir,
Front Desk Officer,
Linaco Resources Sdn Bhd





World Chef Congress
KLCC
11th-14th July 2018



Learn from the best to
improve business.
Resources we will be
providing:

EXHIBITION

27th - 29th JULY 2018

TASTEFULLY MIDVALLEY

Food & Beverage Expo



What does it mean for you to be a marketing professional? It's not just about the product, it's about the experience. The objectives will be based on how you can deliver an accurate and helpful experience.

Marketing strategy is a plan of action designed to achieve the company's objectives. It is a process of identifying the company's target market and developing a plan to reach them.

Taste Fully Food & Beverage Expo has developed to transform creative ideas into living realities with intent to effectively communicate brand messages, meet potential clients and generate immediate sales through our unique & innovative exhibitions. It is a platform to advertise and sell products.



specialty food
association
PRESENTS THE
FANCY
FOOD
SHOW

"My most enjoyable moment is building the exhibition furniture together with the team. We sweat a lot but our relationship grew deeper."

James Lim Guan Kheng,
Events Management Associate,
Linaco Resources Sdn Bhd



DEPARTURE
Fancy Food Fair
New York, USA
30th June - 2nd July





The World Coconut Congress. Philippines
14th-16th August 2018



"What gets measured, gets done. I remember how one participant suggested a scorecard system."

This, I trust, is how everyone can put aside personal goals and pull together to set lofty goals for a sustainable coconut industry."

See Yew Fuh, Assistant Account, Linaco Manufacturing (M) Sdn Bhd



APCC Cocotech
Conference & Exhibition, Thailand
20th-24th August 2018



"Instead of hard selling products in some conferences, I like that they emphasised on 'back to the roots' where farmers are taken care of. No farmers, no coconuts."

Carlson Au Kam Soon,
Assistant Sales Manager,
Rasaku Marketing Sdn Bhd



Steve, Jimmy, Mr. Yong, Mark, Ms. Tina and Mr. Richard Ling (Chairman)



Food Ingredient South America

21st-23rd August 2018
South America, Sao Paulo Brazil



Food & Hotel

5th-7th September 2018
Mumbai, India



COCONUT OIL IS NOT POISON

Recently, Harvard professor Karin Michels declared that coconut oil is pure poison. However, this is not true as officially declared by Asian and Pacific Coconut Community (APCC) representing 18 coconut-producing countries including Malaysia:

Today, coconut oil and coconut are consumed by over 1 billion people... Clearly, if coconut oil and the coconut itself are 'pure poison' as claimed, then the world's population would be at least 1 billion people less...

There is no evidence that coconut oil consumption is linked to heart disease, inflammatory disease and obesity. In fact, recent studies have shown that coconut oil is healthy.



FHIN highlights flagship products & solutions to the market, but also empowers to forge alliances with leading Indian & international hospitality chains, consultants, suppliers, investors; while networking with premier buyers and decision makers handpicked for their purchasing power.

