

StarSpecial

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EXPORT EXCELLENCE AWARDS 2022

Leading Malaysian export to greater heights

Through perseverance and resilience, the country's leading exporters emerge triumphant at the third edition of the Export Excellence Awards, despite economic uncertainties and disruptive challenges.



Award winners with (back row, from second left) Malaysia External Trade Development Corporation (Matrade) chief executive officer (CEO) Datuk Mohd Mustafa Abdul Aziz and Star Media Group (SMG) group CEO Alex Yeow, with SMG chairman Tan Sri Chor Chee Heung (fifth from left) and International Trade and Industry Ministry (Miti) secretary-general Datuk Seri Lokman Hakim Ali (seventh from left), alongside (from ninth left) Standard Chartered Bank Malaysia Chairman Datuk Yvonne Chia and CEO Mak Joon Nien, as well as PKT Logistics Group chief marketing officer Kuan Eu Jin (twelfth from left) at the Export Excellence Awards 2022 Gala Night at M Resort and Hotel Kuala Lumpur.

Triumph for nation's best exporters

MALAYSIA'S leading exporters gave a strong showing at the gala night for the third edition of the Export Excellence Awards (EEA).

Through their perseverance and resilience, top companies involved in export across various sectors rose above unprecedented challenges to success.

This culminated in the crowning glory of the EEA 2022 programme at the M Resort and Hotel Kuala Lumpur, with Carlsberg as official beer sponsor.

EEA has garnered strong traction and credibility since its inception, owing to its focus on recognising the excellence of exporters across different sizes – small and medium enterprises (SMEs), as well as mid-tier and large companies – sectors and geographical regions.

34 awards were given out during the gala night, recognising gold and silver winners in five industry categories, alongside several winners with special awards.

Emerging as the Exporter of the Year among the SMEs was durian exporter Duricious Sdn Bhd, while glove manufacturer Top Glove Corp Bhd topped the list among the larger companies.

Moreover, in keeping with the times, two new categories were introduced this year, namely the Woman Exporter of the Year award, clinched by Maxvue Vision Sdn Bhd, as well as the Rising Star award, nabbed by Nata Food Manufacturing Sdn Bhd.

Maxvue Vision manufactures and distributes contact lenses, while Nata Food Manufacturing makes nata de coco, a translucent, jelly-like food produced through the fermentation of coconut water.

Top Fruits Sdn Bhd clinched a special award for halal products;



(From left) Matrade's Mohd Mustafa, SMG's Yeow and Chor, Miti's Lokman Hakim, Standard Chartered Bank Malaysia's Chia and Mak, as well as PKT Logistics Group's Kuan at the Export Excellence Awards 2022 Gala Night at M Resort and Hotel. – AZHAR MAHFOF/The Star

Kuala Lumpur Kepong Bhd won the Thriving in Adversity award.

Star Media Group Bhd (SMG) group chief executive officer Alex Yeow said that time and again, Malaysian exporters have demonstrated resilience and proven that not even a global pandemic can slow them down, by exploring new markets and opportunities for growth locally and internationally.

He added, "I would like to extend our deepest gratitude to Standard Chartered Bank Malaysia, for being with us as the awards' main partner for three consecutive years."

International Trade and Industry Ministry (Miti) secretary-general Datuk Seri Lokman Hakim Ali highlighted that there must be an emphasis on achieving the global environmental, social and govern-

ance (ESG) standards, in order to strengthen the local economy while navigating through the global economic headwinds.

"From a trade perspective, we are witnessing more and more export destinations adopting sustainability practices, with a specific emphasis on ESG compliance.

"Our exporters need to understand and appreciate this global expectation and start looking at global standards to benchmark and regulate their operations," he said.

The event was also attended by SMG chairman Tan Sri Chor Chee Heung, SMG chief content officer Esther Ng, SMG chief business officer Lydia Wang, Standard Chartered Bank Malaysia chairman Datuk Yvonne Chia, Matrade CEO Datuk Mohd Mustafa Abdul Aziz,

Standard Chartered Bank Malaysia CEO Mak Joon Nien, Standard Chartered Saadiq CEO Mohd Suhaimi Abd Hamid, PKT Logistics chief marketing officer Kuan Eu Jin, as well as other heads of companies and corporate guests.

Created to celebrate "the best of the best" in the export world, EEA honours the excellence of local businesses in export and targets to build a community of Malaysian exporters.

EEA is organised by SMG in partnership with Standard Chartered Malaysia, with PKT Logistics Group as a co-sponsor and Matrade as a patron. It is audited by BDO.

For more information on EEA, visit exportawards.com.my or email eea@thestar.com.my.



The Export Excellence Awards' founding objective of uplifting all exporters has never been more true this year.

Aside from the main agenda of recognising outstanding exporters, we also organised a series of roadshows to equip participants with the latest trends in the ever-changing business landscape.

The quality of submissions this year showcases how Malaysian exporters are doing well to constantly adapt in embracing digitalisation and embedding sustainability across their business.

All these will allow them to remain competitive as part of the global supply chain.

Together with our partners, Star Media Group will be there as part of their journey, amplifying their efforts and achievements.

Alex Yeow
Group Chief Executive Officer
Star Media Group Bhd



STAR Media Group and Standard Chartered have long championed and promoted trade, infrastructure and other vital sectors of the economy through their various efforts. Congratulations for this commendable effort in recognition of our home-grown export leaders.

The Export Excellence Award plays a definitive role in enhancing industry excellence by recognising and showcasing the calibre of Malaysia's key economic drivers.

Our export trade industry has grown by leaps and bounds. Even through the aftermath of a pandemic, it remained resilient and continues to grow exponentially. Malaysia's GDP had beaten market consensus of 11.7% and our expectation of 12.2%. It has in fact expanded by 14.2%.

These encouraging figures are a reflection of the people and organisations in the industry. People like the exporters here today are the key to transitioning Malaysia into a high income economy. While these exemplary industry players are able to harness technological mastery, develop capital and human resources, and bring about a shift in economic structure, there are still ways to go.

Datuk Seri Lokman Hakim Ali
Secretary-General
Ministry of International Trade and Industry (Miti)



WE have come out of two very difficult years. The 'can do' attitude, the resilience of Malaysian exporters and the smiles of the people at the Export Excellence Awards (EEA) 2022 Gala Night, I'm very proud of that. And I'm very proud to be Malaysian.

This is our third edition of EEA. When we started in 2019, the world was a very different place. Inflation was less than 2%, but today it's in excess of 4%.

It's amazing how in the last three years, the world has gone full circle and now here we are.

It's become the bread and butter of the economy and the exporters have anchored the resilience of the country all the way through.

We want the EEA programme to evolve and grow; we want to send the message that there is a huge network outside of Malaysia.

Standard Chartered has been in Malaysia for 147 years, we cover 59 markets across the world, so we want to help exporters expand and punch way above their weight and to be successful.

The EEA programme is a great platform for everyone to come together, to learn, share and network.

Mak Joon Nien
Chief Executive Officer
Standard Chartered Malaysia



THE quality of participants for the Export Excellence Awards (EEA) gets better every year, especially as companies are emerging from the Covid-19 pandemic.

Whatever doesn't kill you makes you stronger, so companies that have prevailed have definitely become stronger.

This year, I'm sure the participants are much better, more optimistic and possess more optimism in moving forward.

At PKT Logistics Group, we believe that supporting credible awards programmes such as the EEA, which help shed light on the contribution of Malaysian companies in the country's export sector, is key to enabling more local export businesses to have role models that they can emulate.

For businesses to respond as they have to the Export Excellence Awards, even as they scramble to balance manpower and resource constraints in their recovery phase post-pandemic, the fact that they have still put in effort to participate in this awards programme speaks volumes.

For PKT Logistics Group, we hope that the awards programme will help identify the next Malaysian champions and the next Malaysian unicorns that will help bring Malaysia to the world platform.

Kuan Eu Jin
Chief Marketing Officer
PKT Logistics Group Sdn Bhd



THE Export Excellence Awards (EEA) programme is an especially important event for the exporters' community, especially because small and medium enterprises (SMEs) involved in exports should be recognised and acknowledged for their performance in exploring the export opportunities.

Matrade is proud to be a returning patron of the awards programme for the third year, as we believe that it can contribute to SME exporters, where we can assist and facilitate them in further tapping into the international market.

EEA has been well-received, well-accepted and well-recognised over the years for its contribution in casting the spotlight on Malaysia's export, but what is important is the introduction of the new categories, such as the Woman Exporter of the Year award, alongside relevant ones such as for halal.

Being the national export promotion agency, it is important for us to make ourselves visible to SMEs in terms of our role and functions. With market intelligence and strong network and connections through our 46 overseas offices, we want to work together with and support SMEs to explore potential markets outside Malaysia.

Datuk Mohd Mustafa Abdul Aziz
Chief Executive Officer
Malaysia External Trade Development Corporation (Matrade)

EXPORT EXCELLENCE AWARDS



EXPORTER OF THE YEAR
(MID-TIER AND LARGE COMPANIES)

TOP GLOVE CORPORATION BHD



CONGRATULATIONS



TOP GLOVE CORPORATION BHD

MID-TIER AND LARGE COMPANIES

EXPORTER OF THE YEAR

EXPORT EXCELLENCE AWARDS 2022



Strategic Partners:



Logistics player reaches for the top

Transcargo enhances fundamental strength to ensure sustainability of business

ESTABLISHED in 2007, local freight forwarder Transcargo Worldwide (M) Sdn Bhd has since transformed into an integrated logistics company.

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

Besides that, the company is equipped with all the accredited licences and facilities. As such, it 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, including 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, the company is also an accredited cargo agent of the International Air Transport Association (IATA) and the 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.

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

business-to-business 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 National e-Commerce Strategic Roadmap Seller Adoption Programme: Cross Border e-Commerce Initiative Partner under MDEC, which aims to accelerate the adoption of e-commerce amongst Malaysian businesses to contribute towards 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.

Transcargo has proven that its business is resilient and sustainable by achieving double digit growth for three consecutive years across 2020, 2021 and 2022, despite the Covid-19 pandemic.

Due to its substantial growth, Transcargo won the Export Excellence Award organised by Star Media Group for two consecutive years, namely year 2021 and 2022.

The company's strategic business plan to ensure sustainability of its business activities in the long term is to enhance fundamental strength of the company, including constructing more warehouse space catering for growing demands, establishing a truck fleet and investing in human capital and IT systems. It proves the company is on the right track to achieve outstanding results.

As such, Transcargo has also won some big business and projects. Besides regular contracts with the airlines and shipping lines, it has successfully chartering several aircraft



Transcargo has transformed into an integrated logistics company by its directors Ong Chin Keong (left) and Ong Chin Kian.

and loading cargo into passenger cabins for machinery export to the United States, personal protective equipment such as medical gloves to the US and e-commerce goods to Asia.

In addition, Transcargo has launched a scheduled charter flight service from Kuala Lumpur to Hangzhou and beyond, to other China domestic airports as well. The said charter flight is scheduled for four flights a week on every Tuesday, Thursday, Friday and Sunday, with aircraft type Boeing 757 that has a maximum capacity of 23 tons.

The aim is to secure long-term capacity from airlines instead of competing daily for limited air cargo space, a situation magnified by reduced passenger airline operations.

Furthermore, Transcargo has also successfully completed its production lines set-up project at Batu Kawan, Penang for a well-known multinational semiconductor and electronics company. To do so, Transcargo used all



modes of transport (air, sea and cross-border land transport) to import huge machinery and equipment, as well as dispatch more than 300 trucks to complete the project.

The factory is now completed and has started production of printed circuit boards for the export market, with the first batch of finished products exported to Korea and subsequently to the global market. This business will be contributing to high growth of its export business and further strengthen its export volume.

Transcargo has been awarded as total logistics provider by a renowned China Data Centre. It is appointed as customs broker, warehousing with 40,000 sq f at Senai, Johor and order fulfilment to the data centre at Kulai, Johor. This appointment will further enhance the reputation and goodwill of Transcargo in China and the global market and further increase the company's export capacity.

The positive growth experienced by the business has 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 has led the company to prepare the business for expansion by purchasing two plots of industrial lands with a combined 11.34 acres (4.58 ha) for warehouse and truck fleet 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 or email info@transcargo.com.my

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EXPORT EXCELLENCE AWARDS



TRANSCARGO WORLDWIDE (M)



CONGRATULATIONS



TRANSCARGO WORLDWIDE (M) SDN. BHD.
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SILVER AWARD

SERVICES CATEGORY

EXPORT EXCELLENCE AWARDS 2022



Strategic Partners:



EXPORT EXCELLENCE AWARDS



EXPORTER OF THE YEAR
(SMALL AND MEDIUM ENTERPRISES)

DURICIOUS SDN BHD



CONGRATULATIONS



DURICIOUS SDN BHD

SMALL AND MEDIUM ENTERPRISES

EXPORTER OF THE YEAR

EXPORT EXCELLENCE AWARDS 2022



Strategic Partners:



From strength to strength

EXIS Tech Sdn Bhd has been recognised with a Silver award under the machinery, electrical and electronics category for mid-tier and large companies at the Export Excellence Awards 2022.

Established in 2002 as a technical service provider for third-party semiconductor equipment, Exis Tech has since evolved to designing and manufacturing its own back-end test handlers. Headquartered in Seremban, Negri Sembilan, it now has over 200 employees in Malaysia, China, Thailand and the Philippines.

It specialises in designing and manufacturing turret-based handlers, which are used by most semiconductor companies. These modular handlers are highly customisable, with advanced vision inspection and optional hot-test capabilities.

It also offers highly customised linear pick-and-place solutions and high-speed wafer-to-tape sorters to fulfil its customers' needs, no matter how challenging that may be.

Its strength lies in the expertise of its engineering team, which comprises skilled mechanical, electrical, electronics and software engineers – most of whom are Malaysians.

Over the years, apart from semiconductor handlers, Exis Tech has also established itself as an original equipment manufacturer, producing machinery designed by customers, and also as an original design manufacturer, selling its machines on a white-label basis.

With a strong presence in markets such as China, the United States, Europe and South-East Asia, Exis Tech is well positioned to offer cutting edge products and deliver exceptional technical support services to its customers.



The company is headquartered in Seremban.



Exis Tech has evolved from a technical service provider for third-party semiconductor equipment to designing and manufacturing its own back-end test handlers.

EXPORT EXCELLENCE AWARDS 2022 WINNERS

Exporter of the Year

Category	Companies
Mid-Tier and Large Companies	Top Glove Corporation Bhd
Small and Medium Enterprises	Duricious Sdn Bhd

Halal Products

Halal Products	Thriving in Adversity
Top Fruits Sdn Bhd	Kuala Lumpur Kepong Bhd

Rising Star

Rising Star	Woman Exporter of the Year
Nata Food Manufacturing Sdn Bhd	Viji Ramasamy Pillai, Maxvue Vision Sdn Bhd

Top Industry Award Winners

Mid-Tier and Large Companies	Type of Award	Category
Mac World Industries Sdn Bhd	Gold	Agriculture, Food & Beverage
Top Fruits Sdn Bhd	Silver	Beverage
Top Glove Corporation Bhd	Gold	Consumer Products
Hartalega Holdings Bhd	Silver	Consumer Products
TG Plastic Technologies Sdn Bhd	Gold	Industrial Products
Symbiotica Speciality Ingredients Sdn Bhd	Silver	Industrial Products
Cape EMS Bhd	Gold	Machinery, Electrical & Electronics
Exis Tech Sdn Bhd	Silver	Machinery, Electrical & Electronics
Lemon Sky Animation Sdn Bhd	Gold	Services
Transcargo Worldwide (M) Sdn Bhd	Silver	Services

Small and Medium Enterprises

Small and Medium Enterprises	Type of Award	Category
Duricious Sdn Bhd	Gold	Agriculture, Food & Beverage
Maxvue Vision Sdn Bhd	Gold	Consumer Products
KJH Wood Industrial Sdn Bhd	Gold	Industrial Products
QES Mechatronic Sdn Bhd	Gold	Machinery, Electrical & Electronics
Allin International Holding Sdn Bhd	Silver	Machinery, Electrical & Electronics
Softronix Sdn Bhd	Silver	Services

Business Achiever

1. Ge-Shen Corporation Bhd	3. Hovid Bhd
2. Hernan Corporation Sdn Bhd	

Most Promising

1. Amalgamated Batteries Manufacturing (Sarawak) Sdn Bhd	5. Phili-Orient Logistics (PG) Sdn Bhd
2. ASAP International Sdn Bhd	6. Rainbow Wellness Sdn Bhd
3. Authentic Timber Resources Sdn Bhd	7. Steel Recon Industries Sdn Bhd
4. EA Innovation Sdn Bhd	8. Vepro Group Sdn Bhd
	9. Zhulian Industries Sdn Bhd

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Reinvesting for growth



Top Glove's Ng (centre) and his team in the Export Excellence Awards 2022 Gala Night at M Resort and Hotel, Kuala Lumpur. – YAP CHEE HONG/ The Star

THE Export Excellence Awards 2022 Exporter of the Year under the mid-tier and large companies tier, Top Glove Corporation Bhd, is looking to double down on its efforts by reinvesting into the business, beyond the exports boom it has experienced during the Covid-19 pandemic.

This includes investments into its people, technology and innovation to enable the growth for the world's largest glove manufacturer in the future.

It will also review its business expansion

plans, focusing on the optimisation of manpower and operational efficiency, as well as cost rationalisation, including deferring all capital expenditure for new capacity for 2023 to 2024 due to lower utilisation levels.

Moreover, it is working on streamlining its facilities to enhance in-house material supply production, in addition to continuing to collaborate with suppliers on cost-effective procurement.

The strategy is a solid one, as the glove-making industry is anticipated to face

challenging business environment moving forward, owing to a supply-demand imbalance that may persist for at least a year.

The imbalance will take time to rebalance, with demand being dampened by the existing stockpile of customers. But the glove-maker remains optimistic on its prospects, as gloves remain an essential item in the medical sector.

Top Glove executive director and chief operating officer Ng Yong Lin shared his delight at having received the top award for

the awards programme, saying, "Thank you for giving us this award tonight, as it's a great honour for us.

"Over the past few years, we have been blessed by external factors and the whole company. All our employees work hard and smart and put in their best to export as much as we can during this period. This has contributed to our success today.

"It's great recognition for the work we've done and it will inspire us to do better for the country by contributing to more exports."

"As long as there are no structural changes to the industry, such as the emergence of a viable replacement for gloves, this temporary challenge is part of the business cycle which we must go through," he points out.

He pointed out that despite its success in recent years, it was important to note that the company must continue to innovate and improve on its products and offerings to maintain relevance in the market.

That said, he acknowledged that during the height of the Covid-19 pandemic, with external events that led to the disruption of its business, it was the effort put in by all parties – including support from the Government and relevant agencies and authorities – that enabled Top Glove to ride the storm and boost its sales as much as possible.

"At the same time, it was great to see that our products, rubber gloves, are also helping the whole through these tough times. That's one of the things that we're proudest about," he said.

Established in 1991 in Malaysia, Top Glove Corporation has since grown from a single factory with one glove production line into the world's largest manufacturer of gloves.

Holding 26% of world market share for rubber gloves, the company delivers gloves to protect lives in every corner of the globe with operations in Malaysia, Thailand, Vietnam, China, the United States, Germany and Brazil.

It exports to over 2,000 customers in 195 countries worldwide.

Taking durians to greater heights

LOCAL durian player Duricious Sdn Bhd, the winner of the Exporter of the Year under the small and medium enterprise tier for this year's edition of the Export Excellence Awards, attributes its success thus far to its team and focus on innovation.

Its founder and managing director Simon Chin Chee Keong said, "The first advantage that we have is that we have a very young and passionate team in the company. And we always try to think innovatively and creatively.

"We turn what can be boring products like durians into fascinating downstream products, for instance."

This view ties back to the company's core values – honesty and integrity, team as family, as well as innovative and fun – as Duricious, which markets under the brand DKing, believes the best policy to acquire trust is through honesty and integrity.

After all, as the company says, business is much easier with trust as it ensures commitment to delivering its promise to suppliers, customers and shareholders.

Further, a team that supports one another is one that goes the extra mile, which is why it treats its teammates as family members working in a harmonious and welcoming environment.

Lastly, when it comes to innovation, Duricious believes that it must come together with fun. Noting that innovation is among the key elements to remaining relevant in the market, he shared that innovation must also be fun and creative as that is what keeps its customers coming back to the brand.

As a small and medium enterprise, challenges are aplenty, but Chin believes that the company can pull through with help from relevant parties.

"The value of durians nowadays are very high, so mostly we face cash flow problems but we can overcome this through facilities and assistance from banks. Hopefully in the future, we can get more funds from inves-

tors to spur our growth further."

This is especially pertinent as Malaysia Durian Exporters Association president Sam Tan has recently said the country currently holds more than 1,000 tonnes of Musang King from the last season in June, which has caused prices to plummet from RM70 to just RM35 to RM40 per kilo.

However, selling it at the current market price would mean exporters will suffer a loss of between RM40mil and RM50mil. The sluggish demand, exacerbated by poor global economic conditions, has been attributed to China's 'Zero Covid-19' policy, but is expected to pick up in the third quarter of 2023 as

Covid-19 restrictions are gradually lifted in China.

Duricious wants its DKing brand to become synonymous with durians, as it hopes to be the number one premium durian brand in the country and to be the world's first renowned durian brand in 2029. By 2027, it aims to export 100,000 tonnes of Durian worldwide, while achieving 10 million followers on various digital platforms.

"Our hope is to be the number one durian brand in Malaysia. We do a lot of branding exercises because we want to be the most premium durian brand in Malaysia.

"Our future plan is linked to our vision

and it's very simple. We want to be the top brand in the durian industry. We want to export to as many countries as we can, beyond the 13 we export to today," he shared.

Moreover, its vision is driven by the determination to teach Westerners how to eat durian, which is part of the company's mission to make everyone love durian.

He added, "With this award win in our profile, our confidence levels among consumers and customers alike will rise. Also, we get a boost of motivation from this recognition, which will enable us to bring the company to the next level."



Chin (left) with Duricious Sdn Bhd founder and director Leron Yee at the Export Excellence Awards 2022 Gala Night at M Resort and Hotel, Kuala Lumpur. – YAP CHEE HONG/ The Star

Celebrating women in export

IF there is one woman to be celebrated for accelerating her company's export growth, it is Viji Ramasamy Pillai (Vincy).

The founder and managing director of Maxvue Vision Sdn Bhd said that right from the beginning, the company aimed for the export market, rather than opt for local distribution for its range of cosmetic contact lenses.

In the early 2000, the company realised that there was growing demand for cosmetic contact lenses in Asia, largely due to the fashion and media influence from Japan and Korea. In contrast, 80% of the market share was controlled by a single brand.

This thus created an opportunity for Maxvue Vision to come up with some fresh new "flavours" in the market, which led to the company starting its ColourVUE brand of coloured contact lenses with three new series.

The company didn't stop there. Realising a solid value proposition was needed to step out of the price war, the company shifted its primary focus to product safety. Reason being that many coloured contact lenses that are sold in the market do not possess proper safety certification.

It improved its materials and processes to higher specifications of product designs and quality to certify its products internationally, most notably in European Union countries.

She pointed out, "Our bold move to participate in major international industry events in Europe and the Middle East has been fruitful.

"Despite our limited industry knowledge and certification to enter those markets, we took the plunge and learned the market requirements. Our strategic investment and persistent effort in meeting the market requirement is the key for our success."

"It's a general perception that Malaysian products are not safe in a market dominated by American and European brands.

"To overcome such a myth, Maxvue Vision collaborated with Universiti Kebangsaan Malaysia's health science department to carry out clinical evaluations on its prescription products," she said, adding that the stud-



Maxvue Vision's Vincy (centre, holding award) and her team during the Export Excellence Awards 2022 Gala Night. – YAP CHEE HONG/ The Star

ies proved that the performance and quality of Maxvue products are equivalent to top international brands.

Maxvue Vision exports its products to more than 70 countries worldwide, which has been achieved through a relentless pursuit for better design, quality and customer service. It has also expanded its focus to clear prescription contact lenses and original equipment manufacturing services in addition to its own brand, which is its strategy to retain customers while maintaining healthy profit margins in a competitive marketplace.

Vincy's able hand at the helm has led to the company's success, the latest of which is her personal achievement at being acknowledged as Woman Exporter of the Year at the Export Excellence Awards (EEA) 2022.

A new special award launched this year under the third edition of the EEA, Woman

Exporter of the Year celebrates and recognises the success of women entrepreneurs who have done much to drive export growth for the companies that they lead.

She opined, "The award serves as a great recognition and reward for local small and medium enterprises trying to export, acknowledging our years of hard work to penetrate export markets – especially when it comes to countries with very strict regulations on importing medical devices and being exposed to international competition.

"Awards we have won in the past have certainly uplifted Maxvue's brand image locally and abroad. We are certain that the EEA win will take our brand image and business to the next level."

This comes on top of its three previous EEA and 14 Star Outstanding Business Awards wins over the years, which Vincy

said has given the company motivation to position Malaysian products in the eyes of the world.

That's not to say that the company did not face its share of challenges, especially considering the industry it is in.

Vincy pointed out the regulatory and certification requirements for medical devices – under which contact lenses are parked – alongside competition from major international players, which remain major challenges for Maxvue Vision.

The aim now is to collaborate with local partners across various markets to directly retail on major e-commerce platforms such as Amazon and e-Bay.

"We are studying the legal and compliance requirements to market our products through such platforms. So far, we have some success with Amazon Germany," she shared.

Maxvue Vision continues to pursue improvement as it consistently upgrades its offerings by incorporating the latest materials, technology and trained workforce.

Its 'try-on' app is developed in-house through its subsidiary Maxvue Tech Sdn Bhd, alongside its enterprise resource planning system, fully-integrated mobile app, WhatsApp and website for ordering and customer service.

She commented, "These technologies help cut overdependence on manpower, enabling the ordering platform to be available 24/7 without having to wait for emails or phone calls. With data analytics just a few clicks away, handling close to a thousand clients isn't a huge challenge anymore."

For companies looking to participate in next year's edition of EEA, Vincy had this to say: "EEA is a prestigious award and is extremely well-organised. The reputable panel of judges and The Star's media exposure will give an immediate boost to the winner's brand image."

Bringing tropical fruits to the world

AS any Malaysian worth their salt would know, durians are among the major tropical fruits that the country exports overseas – and Top Fruits Sdn Bhd is one of the largest mature durian plantations in town, spanning approximately 500 acres of land.

But today, the company has diversified beyond the export of durians and into ingredients manufacturing to cater to large manufacturers serving an ever-growing market of consumers worldwide. This is made possible from its four factories across the country, which tackle different parts of its manufacturing needs.

The company, which has its roots in agriculture since 1986, has over the years ventured into frozen fruit processing and export, including supplying to countries such as Singapore, China, Hong Kong, Taiwan, Indonesia, Australia, the United States, the Middle East, Europe and even the shores of Africa, among other markets.

As one of the earliest exporters for tropical fruits, Top Fruits has succeeded in creating and smoothing out a strong supply chain that facilitates growth beyond Malaysian shores. Its strength lies in its ability to control this supply chain from source to end product and export.

Thus, for its growth and innovation, Top Fruits has emerged as the winner for the Export Excellence Awards (EEA) 2022's special award for halal products.

Top Fruits Sdn Bhd chief executive officer Dr Tan Sue Yee said, "Award achievements (such as the EEA 2022) provide us with recognition, raise our company profile and lead us to higher achievements.

"This will give us more encouragement to grow further through diversifying our business. At the same time, it can help inspire other players within the industry. It gives us more motivation to do even better to achieve greater heights.

"Without the commitment, teamwork and efforts put in by our employees, we would not have succeeded in winning this award."

Top Fruits' Tan holds the company's special award for halal products at the

Export Excellence Awards 2022 Gala Night at M Resort Hotel, Kuala Lumpur. Top Fruits seeks to drive the circular economy model moving forward by minimising waste along its production process. – YAP CHEE HONG/ The Star



When it comes to how Top Fruits weathered the storm at the height of the Covid-19 pandemic, which disrupted supply chains and businesses globally, Tan stressed that strong motivation and determination was the key to success in facilitating a clear company direction to overcome any and all obstacles.

However, Top Fruits is not resting on its laurels just yet. It is doing much more in its journey to grow further and leave a legacy to be proud of.

Among its future plans as a market leader in the agriculture industry, Tan said that the company will continue diversifying its prod-

ucts with innovation, as well as maintaining sustainability.

One of the biggest moves it will be making is moving forward to embrace the Fourth Industrial Revolution with input technology to enable the company to work more efficiently and productively.

"With such systems in place, we believe that we will be able to better improve and achieve a higher growth rate, in order to consistently deliver high-quality products with food safety and assurance to the market.

"Beside food quality and safety assurance, we emphasise on customer satisfaction and strive for excellence."

With sustainability and environmental, social and governance principles gaining more prominence in recent years, Top Fruits is also proactively working towards the circular economy model.

This is because the company tries to maximise the use of its tropical fruits to minimise waste. For instance, while the durian flesh is processed for food, the seeds are then used for seedlings and the shells crushed for fertiliser.

As for advice to other companies seeking to submit their applications for the Export Excellence Awards 2023, Tan said, "Be courageous, confident and connected."

EXPORT EXCELLENCE AWARDS



WOMAN EXPORTER OF THE YEAR

VIJI RAMASAMY PILLAI

MAXVUE VISION SDN BHD

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SPECIAL AWARD

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EXPORT EXCELLENCE AWARDS 2022



Strategic Partners:



One-stop wood product supplier



KJH provides sponsorships to schools to encourage interest in wood products.

KJH Wood Industrial Sdn Bhd was established and incorporated in 2005 as a mixed wood pallet supplier in Malaysia. It has since evolved from manufacturing wood pallets to exporting a range of wood products and wood-based components to the global market.

Apart from wood pallets, the company supplies pallets using a variety of alternative materials for pallet supplies such as laminated veneer lumber, compressed woods, paper and plastic. It currently imports timber from South America and New Zealand, mainly pine and spruce.

European and New Zealand softwoods have certain marketability within Asia, including Malaysia, where they are used in furniture-making and for structural purposes.

KJH grew organically by owning a few units of curtain sider trailers, platforms and cargo to service its clients' delivery promptly, with transportation services along Malaysia's centre and the southern area as its edge with more competitive return trips offered.

To diversify, KJH tapped into the consumer market by offering deco wood for designer projects and customised timber sizes for a



KJH was recognised as a Digitalisation Award winner by the Malaysian Timber Council.

variety of palleture products.

KJH also owns a heat treatment chamber accredited by Mahtas in providing International Standard ISPM 15 services to facilitate clients' needs for exporting compliance supplements by all kinds of wood packing related products as needed.

During the Covid-19 pandemic, the often-overlooked pallet became a leading cause of supply chain disruption. No one could have predicted the tsunami of price increases and broken pallet supply, with industry players feeling the effects of the pallet shortage.

During the local timber forestry lockdown, KJH continued supplying its sustainable imported timber. Since it had been sourcing directly from sawmillers abroad since 2017, it was able to continue shipping timber during the lockdown period.

Amid limited labour and nationwide transportation challenges, KJH worked

diligently to supply customers' pallets to meet the food, health and critical infrastructure needs of the nation.

KJH's management also transformed over the past two years. Among its more recent efforts is setting up a committee to find ways to reduce waste and production costs.

With all these efforts, it successfully launched its first Digital ISO 9001:2015 for wood pallet manufacturing in three months to maintain quality standards.

KJH also invested in an automated assembly line coupled with upgraded wood working machines to optimise its cost of production for its clients' benefit. The production line is estimated to be commissioned by the end of this year.

In line with this, KJH is also under the SIRIM IR4.0 Transformation programme, which seeks to streamline processes and reduce labour-intensive jobs to a minimum.



A KJH Decor palleture showcase at the Archidex Exhibition 2022 at the Kuala Lumpur Convention Centre.

KJH was named as one of the top SME 100, fast-moving companies of 2021 by Malaysia Business Media International. It was also recognised by the Malaysian Timber Council as a Digitalisation Award winner during its 30th anniversary earlier this year.

Moving into 2023, KJH aims to be part of the Forest Stewardship Council with the common goal of protecting healthy and resilient forests for all.

KJH remains committed to improving its processes, upskilling its staff and upgrading its services to be "part of your supply chain partner".

The company also provides internships to expose youth to the timber industry, as well as sponsorships to schools and army camps to encourage using wood-related products.

KJH aims to remain a sustainable timber supplier, providing clients with the most cost-effective pallet solutions.



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Viji (third from left) receiving the gold winner Industry Award for Consumer Products (SMEs) during the EEA 2022 Gala Night held at M Resort & Hotel in Petaling Jaya. — AZHAR MAHFOF/The Star



Maxvue products are marketed in more than 70 countries with a strong presence in various European markets.

Eyeing the way to success

MAXVUE Vision Sdn Bhd (Maxvue) recently bagged two awards at this year's Export Excellence Awards 2022 (EEA) held at M Resort & Hotel in Kuala Lumpur, which highlighted the company's continued growth and success.

Maxvue was awarded the gold winner Industry Award for Consumer Products (SMEs), while its founder and director Viji Ramasamy Pillay received the Special Awards Woman Exporter of the Year award.

Founded by vice-president Selvam Kanniah and his wife (Viji), the contact lenses trader-turned-producer has made a name for itself over the years in local and international markets as a leading cosmetic contact lens manufacturer.

Today, Maxvue products are marketed in more than 70 countries, with products such as the ColourVUE maintaining a strong presence in various European (EU) markets, and is rapidly growing in other parts of the world.

Maxvue products adhere to the most stringent of quality and safety requirements and are Food and Drug Administration (FDA) and Conformité Européenne (CE) certified, with medical device approval obtained throughout Russia, the Middle East and South-East Asia.

Its products are sold by giant retailers and some of the world's largest eyewear companies such as Luxottica group (OPSM), Spec Savers, Amazon.uk, Ebay Germany, Vision Lab and Alain Afflelou.

Tapping into growing markets

In the early 2000s, the growing demand for cosmetic contact lenses in Asia provided a chance for companies to venture into the market, largely due to fashion and media influence from Korea and Japan.

At that time, 80% of the market share was controlled by a single brand, and coloured contact lenses were largely considered a fashion product and not for optical or vision correction purposes.

This created an opportunity for Maxvue to create new flavours in the market, leading to the rollout of its ColourVUE brand of coloured contact lenses in three series.

With intense competition and fluctuating prices, Maxvue needed a solid proposition to gain an edge. The company decided to shift its primary focus to product safety – with the new theme “Comfort, safety and style are my choice” – as many coloured contact lenses at the time were sold without proper safety certification.

To combat the perception that

Maxvue products adhere to the most stringent of safety and quality requirements.

American and European brands were much safer than local ones, Maxvue collaborated with Universiti Kebangsaan Malaysia's (UKM) health science department to carry out clinical evaluations on its prescription products.

This was done to improve materials and processes to higher specifications so that Maxvue could certify its products internationally.

The UKM studies proved that the performance and quality of Maxvue products were equivalent to the international brands of its Western counterparts.

This clinical evaluation of Maxvue's Airsoft silicone hydrogel contact lenses was presented at the second instalment of the World Congress of Optometry in 2017, which gained instant attention among chain and online opticians to retail and rebrand Airsoft.

The company then carried out further tests in the UK, which paid off as Optical Express experts found that ColourVUE was the only product to pass all safety tests in its evaluation of popular coloured contact lenses in the UK.

This feat caught the attention of local media and resulted in Maxvue receiving numerous original equipment manufacturing (OEM) enquiries throughout Europe.

Aiming to expand the business, Maxvue shifted its focus to the larger share of the contact lenses industry in 2015, which revolved around clear prescription contact lenses and OEM services.

Currently, more than 60% of Maxvue products are rebranded for OEM customers, with a majority of these customers coming from big chain opticians with both a

physical and digital presence.

This marketing strategy helps to retain customers while maintaining healthy profit margins in a competitive marketplace.

Safe, top-grade products

Maxvue's ColourVUE is known for its top-notch quality and comfort and carries the largest collection of designs and colours in the industry, with the product also rebranded for several large online opticians in the UK and Germany.

ColourVUE has become a popular choice among celebrities in Malaysia for their own brand contact lens products, mainly due to Maxvue's understanding of the legal requirements of these medical devices.

Many find it easier and safer to work with Maxvue to launch their own products as the company handles the processes of obtaining local Medical Device Authority regulatory approval and the full scope of product design and manufacturing.

Maxvue is also seen as a friendly partner by its Middle Eastern customers, thanks to its accommodating nature in meeting stringent regulatory requirements in Arab nations. Now, ColourVUE is retailed in Dubai, Bahrain, Kuwait, Qatar, Yemen, Libya and Saudi Arabia.

Maxvue's top selling clear contact lenses, Hydrosoft, has also seen tremendous growth in numerous countries such as Malaysia, Greece, Poland, Hungary, Czech Republic, Algeria, Vietnam and Nepal.

Branded with the tagline “Full day comfort is more affordable now”, Hydrosoft offers an excellent comfort level and visual acuity to its users, while being sold at

affordable price points.

Available in two-piece and six-piece packaging, Hydrosoft is a monthly disposable contact lens that delivers excellent value for money, which is ideal for cost-sensitive customers in Asia.

The daily disposable version of Hydrosoft, called One Day Comfort, is available in a 30-piece pack for those seeking extra convenience.

Its silicone hydrogel range of contact lenses, meanwhile, are made to meet more stringent requirements, mainly for the EU market.

With oxygen permeability over seven times that of regular hydrogel material, Maxvue's Airsoft and HiToric range delivers a next-to-none “zero lens” feel even after an extended period of hours, impressing even the fussiest of optometrists seeking top specification products.

Maxvue Airsoft is a popular choice among OEM clients in Europe, with its monthly disposable versions available in two-piece and six-piece packs.

Maxvue's HiToric range – launched in 2021 – is a silicone hydrogel monthly disposable contact lens for astigmatism patients which features a hyaluronic acid coating that delivers benefits such as excellent lubricity, moisture retention and deposit resistance.

Continuous product and service development

In Q4 of 2022, ColourVUE reintroduced its RX Toric coloured contact lenses for astigmatism patients seeking colourful looking eyes.

It is made using the full cast moulding method, which delivers

MAXVUE VISION ColourVUE®

excellent wearer comfort, compared to lathe cut processing technology that was used in the past.

Maxvue's RX lenses are also custom made for individual patients to achieve perfect vision correction.

With people spending more time on digital devices and being exposed to the risk of cornea damage from prolonged exposure to blue light emitted from LED display screens, the company has introduced another new product called BluSafe.

The Maxvue BluSafe contact lenses are made to reduce damage from blue light by using a unique filtering pigment to lower the level of blue light penetrating the cornea, therefore significantly decreasing the risk of damage.

Having enjoyed huge success with clear prescription and silicone hydrogel products, Maxvue has continued to develop, evaluate and launch new products for Q1 2023.

Its Airsoft One Day silicone hydrogel daily disposable contact lenses, primarily targeted for EU and Middle Eastern markets, features a high oxygen permeability, with optimal water content for comfort throughout the day.

To complement its Toric offerings, Maxvue has also introduced the HiToric RX Yearly contact lenses, which are custom made lenses for astigmatism patients that require precise vision correction.

But the most exciting launch in 2023 will be the ColourVUE silicone hydrogel range of coloured lenses, with 10 new colours available for customers to choose from.

Maxvue is also the only company in the industry with a “try on” app for its consumers to test out its different coloured lenses. The app was developed in-house by its subsidiary Maxvue Tech Sdn Bhd.

Maxvue's ERP system is also developed by its subsidiary and integrated with its mobile app, WhatsApp hotline and website for ordering and customer service purposes.

Maxvue has won three EEA awards and 14 Star Outstanding Business Awards (SOBA), and has been crowned Malaysian Business of the Year two times as well.

■ For more information on Maxvue, visit it on Facebook, Instagram, TikTok and Youtube @colourvue_official or visit www.maxvuevision.com or www.colourvue-lens.com



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Sustainability through renewable materials

WITH the global focus turning towards sustainability, owing to environmental, social and governance concerns, global oleochemical producer KLK Oleo is certainly well positioned to tap into the increasing demand for renewable materials.

KLK OLEO, the manufacturing division of Kuala Lumpur Kepong Berhad (KLK) with integrated oleochemical complexes located in key sourcing and supply markets across Malaysia, Indonesia, China and Europe, is a leading international plantations group listed on the Main Market of Bursa Malaysia Securities Bhd.

It produces a wide range of high-quality sustainable oleochemical products from natural renewable raw materials, ranging from basic oleochemical products – such as fatty acids, glycerine, fatty alcohols and fatty esters – to specialties like methyl ester sulphonates (MES), surfactants and phytonutrients.

The company's products are utilised in diverse end-use applications, including home and personal healthcare, cosmetics and toiletries, food, flavours and fragrances, lubricants, polymers and industrial chemicals.

Most recently, it won the Thriving in Adversity award under the Export Excellence Awards (EEA) 2022.

According to KLK chief operating officer Lee Jia Zhang, the company is thrilled to win the award, as it honours its efforts and tremendous resilience against the global headwinds and evolving demands during the Covid-19 crisis.

"This acknowledgement has given us a monumental boost and a great sense of pride to continue excelling and leaving our mark in the Malaysian local manufacturing industry.

"It is definitely the people (KLK Oleo team) that contributed to the success of winning this award. Their hard work and commitment have made all the difference and kept the company resilient.

"Everyone interweaved in great unison and performed admirably amid the volatile



The company is thrilled with winning the Thriving in Adversity award, said Lee.

Covid-19 pandemic. Together, we undertook monumental steps to not only sustain but to emerge as a more robust partner to our customers during these trying times," he shared.

During the peak of the Covid-19 pandemic, KLK Oleo as an approved essential industry, sustained efforts to maintain operations on units of demand, without compromising the health and wellbeing of the people, which it sees as an invaluable asset.

It clustered as a unified team, exercising multiple controls in curbing the spread of Covid-19, while operating on key areas of demand. A Covid-19 task force comprising senior management, working closely with its people, was formed across all its sites.

In anticipation of the global recession and forthcoming economic challenges that the company could face in the coming year, its manufacturing and business units have already begun multiplying efforts in the area of market diversification, new customer market exploration and sales optimisation.

Lee shared that the company's sales and marketing teams have been busy venturing



KLK Oleo deputy CEO Siew Fook Ming (holding award) with his team at the Export Excellence Awards 2022 Gala Night. – YAP CHEE HONG/ The Star

into new markets across the Asian and European market to further expand its customer reach and product demand.

"In addition, our core manufacturing units shall continue to operate in a safe, sustainable and optimum level to continue enjoying uninterrupted supply of key products.

"Besides that, several of our new manufacturing projects, namely in Malaysia, Indonesia, China and Europe are expected to be commissioned and begin early production in the coming one to two years. This will also boost our product variation and supply chain in the oleo industry and market outreach to a greater circle of customers," he added.

On the award win, Lee said that it will "definitely prove as a catalyst" for the company to continue excelling in the Malaysian palm oil and oleochemical industry.

He said, "We have been acknowledged for our hard work, perseverance and dedication to remain strong and prevalent, but we will not stop striving to better ourselves.

"We will continue to motivate and inspire our people to double their efforts in order to achieve and surpass those targets set and for sure awards such as this and the recognition given by fellow Malaysian manufacturing

and economic peers goes a long way in raising our spirits and enthusiasm."

Lee shared the company's 'thrilling and fulfilling' journey resulting from its experience in participating and winning a key award in this year's EEA, adding there was added value in being able to network and exchange great ideas and thoughts among the Malaysian manufacturing and industrial community.

For companies seeking to participate in future editions of the EEA, he encouraged companies, especially those budding to scale greater heights in the future, to participate in the EEA award in the coming years.

He further said, "I was informed by my team that the submission to this award includes a wide spectrum of production, sustainability, sales and marketing.

"This can give your organisation a great opportunity to see where you currently stand from end to end towards your overall performance and achievement, whilst proving a golden opportunity for your different teams to come together as one, further fostering great teamwork and unity! So, yes – to all the companies out there yet to register your interest EEA, you should not wait any longer!"

THE winner for the newly-introduced Rising Star category in the Export Excellence Awards 2022, Nata Food Manufacturing Sdn Bhd, is ready to take the next step forward in its journey towards success.

The company started as a mother-son initiative, solely because of nata de coco's health benefits and a vision to explore nata de coco's applications beyond food, said its managing director Loh Kin Hoo.

Today, the business operates in both the business-to-business (B2B) as well as business-to-consumer (B2C) sectors, with its clientele comprising mainly businesses in the foods and beverages industry, as well as manufacturers of beauty and packaging products.

"As the world has a rising desire for natural and nutritious food products, our intentions and the world's demand successfully align, nurturing the future generation to practise increased mindfulness in their dietary choices," he explained.

Nata de coco is an ideal substitute for tapioca pearls, as it is reportedly 70% lower in calories compared to the latter, without compromising the tasting and chewing satisfactory experience – with an added benefit of containing immune-boosting vitamins B and C.

Despite its success thus far, Nata Food Manufacturing has faced down its share of challenges. Among the main issues faced during the pandemic, for example, was the worldwide lockdown that badly impacted its sales and income.

In addition, there was also the issue of sustaining and ensuring that workers have a job and salary despite low productivity and demand. Instead of laying off workers or shutting down production, however, Nata Food Manufacturing rose to the occasion by taking the road typically not taken.

The company decided to renegotiate with its suppliers for a special bulk purchase discount and it was this win-win situation that helped lower costs and continue 'jobs' for its employees, as well as helping build relationships and support for its suppliers during the tough period.

"Nevertheless our end goal is, when the market reopens we are the first to be there

Promoting healthy, nutritious food



Nata Food Manufacturing's Loh (centre, holding award) and his team during the Export Excellence Awards 2022 Gala Night at M Resort and Hotel, Kuala Lumpur. – YAP CHEE HONG/ The Star

and ready to supply to the market," he said on Nata Food Manufacturing's determination.

On the company's growth strategy for the upcoming years, he shared that Nata Food Manufacturing will continue to explore the versatility of nata de coco as a form of raw material beyond the food market.

"In recent years, a breakthrough discovery proved that this conventional ingredient has multiple applications outside of the food and beverage industry. The nata de coco we supply to our clients are directly and indirectly exported as a form of finished product, both by us and our clients as well.

"Discovering beauty masks and packaging materials manufactured out of nata de coco created a new streamline of opportunity to capitalise on the multi-billion-dollar industry

for nata de coco products," he said.

It is for this reason that the company is confident that nata de coco can essentially be further utilised with the increasing demand for health-conscious living, as well as an effort to improve environmental conditions.

In accepting the award, Loh was sure to thank his team, saying, "Kudos to the team who carried out the initiatives and plans persistently during the pandemic period. Being a new startup that focuses on a new and niche market, it takes a lot of hard work and perseverance to pull through those tough times. There's a saying that tough times don't last, tough people do!"

"I'm proud and overjoyed to be recognised and be part of this important event. I'm also glad and honored to be sharing the same

stage with so many top CEOs that have contributed greatly to the nation's growth.

"This award served as a quick 'pit stop' for us to celebrate and appreciate the hard work and perseverance we've put in throughout the journey. I believe this award will give us courage and confidence to push us through to the next level. After all, success isn't final, failure isn't fatal. It's the courage to continue that matters.

To other exporters seeking to grow, Loh's advice is to benchmark against the nation's top exporters and peers in the industry, while building a brand.

"My advice will be do not hesitate to try, despite how 'big or small' your company can be. I think this is a great platform to put your branding out there, as well as to test yourself with many captains of the industry," he said.

EXPORT EXCELLENCE AWARDS



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HALAL PRODUCTS

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