



# The MACKEREL

NEWSLETTER OF JEBSEN & JESSEN GROUP

VOLUME 03/2022

MCI (P) 047/05/2022

PPS 1821/10/2013 (025549)

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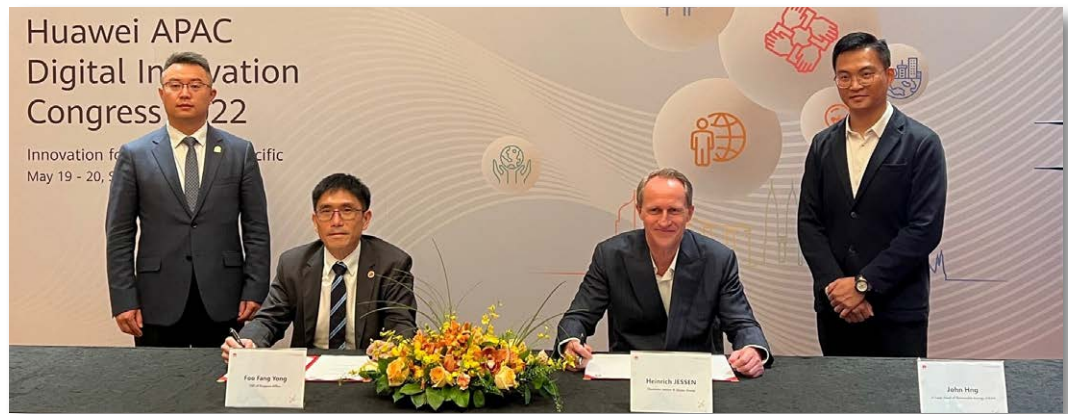
## ABOUT THE MASTHEAD

The Mackerel masthead subtly combines graphic images of the compass, sky and vast ocean to symbolise our sea-faring tradition and growth to become a leading distribution, manufacturing and engineering group in South East Asia. The ripples reflect the expanding and international character of our organisation and the communication function of this newsletter.

## An Ever-Growing Partnership

JJ-LAPP earns a slew of awards as Huawei celebrates the growth and evolution of their partnership

By Samantha Ling, Malaysia



Signing of a Memorandum of Understanding between Heinrich Jessen, Chairman, Jebesen & Jessen Group, and Foo Fang Yong, CEO of Huawei International Pte Ltd.

May 2022 In just two years, JJ-LAPP has proven to be a valuable partner to Huawei, so much so that the joint-venture between Jebesen & Jessen and LAPP Holding Asia was conferred a slew of awards at the Huawei APAC Digital Innovation Congress 2022 and Singapore Partner Summit in May.

The partnership began in 2020 with an agreement for JJ-LAPP to distribute Huawei's Smart PV solutions in Singapore, Malaysia, Indonesia, Philippines, Thailand, and Vietnam. By April 2021, JJ-LAPP became Huawei's certified Value-Added Partner in Singapore and Indonesia. This grew to include Malaysia in February 2022 and, in May 2022, JJ-LAPP was officially named as Huawei's ASEAN Regional Partner. The JJ-LAPP team's excellence — and Huawei's recognition for the same — shone through in the many prestigious awards that they brought home.

### The Future Star Award

The 'Future Star' Award, which went to Chang Chee Keong, Torben Christensen, and Hanis Koh, celebrates the fact that in less than a year, JJ-LAPP (Malaysia, Indonesia and Singapore) obtained 60MW of orders through a committed and customer-centric team. Torben Christensen also received the

'Business Innovation Award', the 'Excellent Marketing Award', and the 'Excellent Case Study Sharing Award'.

### Top Seller & Instructor Awards

In the individual 'Top Seller Awards' category, Huawei recognised Syarief Dananjaya, Siow Fei Jean, and Lo Ting Kai. The 'Instructor Gold Award' was separately presented to Raja Hotmarasi and Bethel Sanga. Syarief Dananjaya also received the 'Partner Contest-Solution Award' alongside Falikh Fisal and Wildan Soefian.

### Forging the Future Together

Applauding the team, Marc von Grabowski, CEO of JJ-LAPP, said, "The success that you see now is the result of years of hard work that had a humble beginning, which makes these achievements even more meaningful. I am immensely proud of John Hng, our Regional Head of Renewable Energy Segment, who spearheaded our partnership with Huawei, as well as the many JJ-LAPP colleagues who made this happen and who continue to move this business forward."

With Huawei's Smart PV solutions complementing LAPP's solar cables and connectors, JJ-LAPP is strongly positioned as a one-stop solutions provider for a wide range of solar projects, including residential, commercial, industry and utilities, around the region.

HIGHLIGHTS

## BUSINESS

# Harnessing the Wind

Cables International has been selected to support one of the largest offshore wind farms in the world

By Yen Tze Ng, Malaysia

Aug 2022 Cables International - the Offshore & Marine Cables division of Jebsen & Jessen's Technology business unit - will provide connectivity to all offshore converter platform equipment for Sofia, one of the largest offshore wind farms in the world. Located 195 km off the northeast coastline of the United Kingdom, Sofia is also one of the farthest wind farms from shore. With this comes a host of challenges, including limited infrastructure and communications, environmental concerns, as well as extreme temperatures. For this reason, Sofia requires harsh environment offshore cables with DNV-GL classification society approval designed to withstand the extreme conditions of the North Sea.

As the world's leading stockist and supplier of specialty cables for the oil and energy sectors, Cables International is well equipped to rise to the challenge. Our wide range of cable products for harsh, offshore environments are UK Conformity Assessed (UKCA) compliant and in line with International Electrotechnical Commission standards.

The contract was awarded via Singapore's Sembcorp Marine, the contracted supplier of high voltage direct current transmission system for Sofia.



Image source: sofiafarm.com

Sofia offshore wind farm sited in the Dogger Bank area of the North Sea.

# The Perfect Fit

Jebsen & Jessen Technology - Turf & Irrigation Division pairs up with Atlas Turf International to bolster portfolio in ASEAN

By Yen Tze Ng, Malaysia



Credit to Atlas Turf International

Platinum Paspalum at Aquella Golf and Country Club, Thailand.

Aug 2022 Two leading companies in the region have joined hands as Atlas Turf International announced the appointment of Jebsen & Jessen Technology — Turf & Irrigation as their exclusive distributor in South East Asia.

Atlas Turf currently offers the largest selection of turfgrass products available in the region. They are now entrusting us to bring their complete line of products to Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Singapore, Thailand, and Vietnam.

"The alliance is a perfect fit. Serving identical markets, our product lines combine naturally to provide customers with one source for all turf-related needs," said John Holmes, President of Atlas Turf International.

For Jebsen & Jessen, the addition of Atlas Turf to our Turf & Irrigation portfolio, which includes turf and landscaping maintenance equipment, buggies and utility vehicles, as well as irrigation systems and fertilisers, allows us to expand our portfolio of turf solutions. This translates into integrated solutions for the convenience and efficiency of our customers across the golf and sports landscapes as well as infrastructure industries.

BUSINESS

# Innovative Interactions

## Jebsen & Jessen Ingredients holds its first Hybrid Customer Day with Evonik in Thailand

By Surassawadee Krittanachai, Thailand



Aug 2022 Jebsen & Jessen Ingredients - Pharma & Personal Care partnered with Evonik to host their first Hybrid Customer Day in August. Designed as an EUDRAGIT® Workshop, the event, held in Bangkok, was well received by 45 in-person and 65 online attendees.

In addition to expert presentations by Evonik representatives, customers also benefited from a sharing session led by Assistant Professor Dr Nattawut Charoenthai from Mahidol University's Department of Manufacturing Pharmacy, as well as a hands-on experience for on-site attendees.

"Evonik is a long-standing partner. We have been working together for decades, helping customers develop solutions and launch pharmaceutical preparations. Most of our local customers use Evonik's polymers, so I'm glad that the event earned an 88% satisfaction score from attendees. It tells us that they find value in such experiences!" said Ratana Vongmukdaporn, Regional Business Line Head - Food and Pharma & Personal Care, Thailand.



Active participation in the event at Faculty of Pharmacy, Mahidol University, Bangkok, Thailand.

# More Ways to Serve

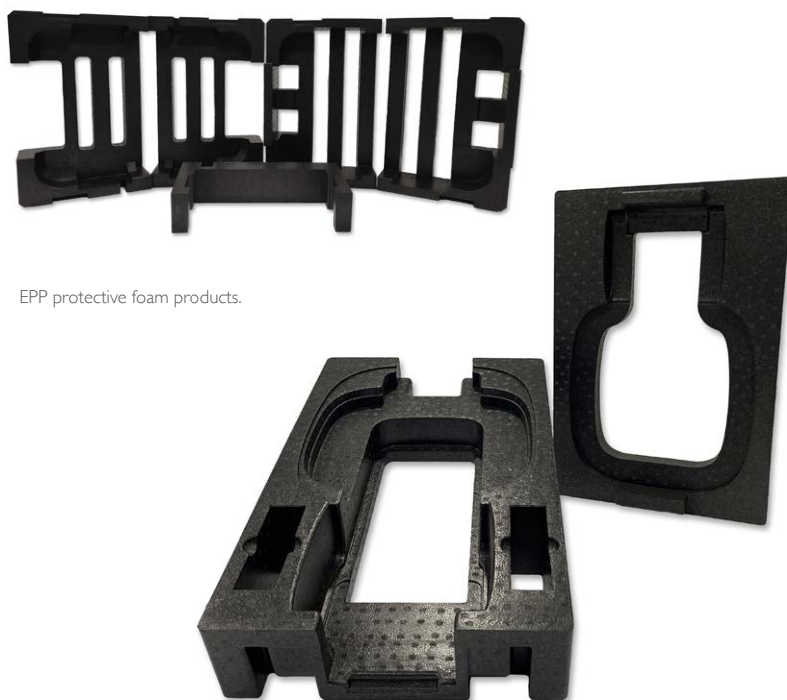
## Jebsen & Jessen Packaging offers a new option to customers with an expanded product portfolio in southern Malaysia

By Angie Ng, Malaysia

Jun 2022 Jebsen & Jessen Packaging in Johor Bahru, Malaysia has added Expanded Polypropylene (EPP) to its already-extensive range of Expanded Polystyrene (EPS), Expanded Polyethylene (EPE), Extruded Polyethylene (XPE), Integrated Packaging and Blow Moulding products.

Compared to other types of foam, EPP is extremely resilient. With excellent elasticity and shock resistance, it reforms to its original shape after impact and is 100% recyclable.

This new product caught the attention of an existing customer — a US-listed company that offers printing and crafting machines. Once they chose our premium EPP foam as protective packaging for their commercial and high-end consumer products, our team worked quickly from prototype to mass production to ensure just-in-time delivery to the customer's contract manufacturers located in Johor Bahru, Malaysia. With this positive start, we are confident that EPP will unlock new opportunities for us to better serve our customers.



EPP protective foam products.

## BUSINESS

# Making Milestones

JJ-Lurgi delivers the world's largest oil splitting column to a customer in Indonesia

By Chee Hong Lim, Malaysia



Teams from JJ-Lurgi and Jutasama together by the splitting column.



May 2022 JJ-Lurgi achieved a new milestone this month with the delivery of the world's largest and most innovative oil splitting column to a large Indonesian player in the consumer goods sector. The splitting column is a core process equipment in oleochemicals plants to split fatty acid and glycerine from oil.

The request for this special order comes in the face of increasingly global demand for fatty acids. This prompted the customer to boost plant capacity and tighten quality control. The splitting column will help them achieve both. Due to its size, it was delivered in two pieces for assembly on site.

The feat was made possible through close collaboration with long-standing fabrication partner Jutasama Sdn Bhd.

"Strong partnerships, both within and beyond our team, are key to unlocking milestones like this. Kudos to the extended team for making this happen!" said Jakob Helms, CEO of JJ-Lurgi.

### Pursuing Growth

This achievement is expected to help JJ-Lurgi #AdvanceBuild on a global scale, as it seeks to source half its growth from markets outside its stronghold of South East Asia within the next five years. The new global strategy was unveiled earlier this year, as the business celebrated 30 years since its founding as a joint-venture between Jebsen & Jessen and Lurgi AG (now Air Liquide).

Having identified technology and process development innovation as the key to unlocking global growth, JJ-Lurgi's successful delivery of the world's largest oil splitting column will put it in good stead to accelerate growth internationally.

"We have secured over S\$20 million worth of projects outside South East Asia and China over the past few years. This milestone adds to our strong track record and demonstrates the proven technology solutions that we can bring to customers worldwide," added Mr Helms.

JJ-Lurgi's five-year global strategy will see it prioritising growth in South Asia as well as North and South America, in addition to its home markets in South East Asia and China.

## EVENT

# Strategising for the Future

## JJ-LAPP holds its first in-person conference since the pandemic in Indonesia

By Samantha Ling, Malaysia



JJ-LAPP and the LAPP APAC management teams visited JJ-LAPP's plant at Tangerang.

Aug 2022 JJ-LAPP held its first physical regional meeting after more than two years of virtual interaction. Led by Marc von Grabowski, CEO of JJ-LAPP, leaders from six countries and LAPP Asia Pacific representatives gathered in Jakarta, Indonesia on August 24-27 to explore, discuss, and debate exciting new possibilities for JJ-LAPP's strategic growth.

The theme of the conference was "Get Ready to Build Our Future Together", and it entailed several key strategic initiatives to guide JJ-LAPP's actions over the next few years.

A number of presentations including 'JJ-LAPP Strategy 2027', 'Finance Update', 'Seller Initiated Selling of Aging Stock Tool', 'Marketing and e-Shop Updates', 'JJ-LAPP Indonesia Key Initiatives', 'Materials Management', 'Product Development', 'Renewable Energy Segment Updates', and 'Growth Mindset' were delivered to enhance the value-add that JJ-LAPP offers our customers, suppliers, joint-venture partners and employees.

Speakers included Marc von Grabowski, RBU Controller; Sri Radiawati, Area Sales Manager; Lee Chin Yik, Reg Purchasing and Materials Manager; Samantha Ling, Regional Marketing Manager; Kim Myungsoo, General Manager Technical & Production; Lim Su Kang, Regional Head, Business Operations; Yeap Khee Yong, Regional Manager, Training & Product Development; John Hng, General Manager, Philippines; and speakers from LAPP APAC.

Covering 2023 to 2027, the new strategy will be JJ-LAPP's blueprint and guide us to #AdvanceBuild. It builds upon our distinctive heritage as a trusted provider of cable technology and value-added connectivity solutions in ASEAN, with a strong commitment to partner and grow with our customers in a sustainable manner. Entrepreneurship and a growth mindset will be vital for us to adopt in our daily execution of these actions.

The formal closing remarks were delivered by our Chairman, Heinrich Jessen, who also took the time to join the conference.

A communication plan will roll out in Malaysia, Indonesia, Thailand, Singapore and the Philippines by this year, with more sessions planned for 2023, until every member of the JJ-LAPP team is engaged.

Despite the busy conference, the leadership team was eager to make time for a plant tour in Tangerang, just outside of Jakarta. Many of them had not yet seen our new cable factory, which opened just before COVID-19 restrictions started. The plant visit allowed them to build a better understanding of the site's performance potential, rally the frontline workforce, and communicate the potential as well as current challenges facing the business.

The factory is a gem for the joint-venture and has made remarkable progress in terms of production efficiency, output speed, and product quality. Here, we put our products through the same stringent tests as any LAPP cable factory around the world, to achieve uncompromising quality. We simulate all kinds of movements to determine the service life of cables and wires, as well as test for flame resistance according to the relevant standards. LAPP and kanban initiatives as well as various skills enhancement projects are ongoing, and regular 5S/safety patrols are being stepped up.

Efficiency and productivity, together with the expertise of the leadership team in the factory, enabled us to plot a course for what may be the plant's most prosperous year.

### Fun and engaging team building

Outside the conference, the JJ-LAPP leadership team took on Mother Nature to hone their leadership skills, develop effective communication, problem-solving skills and grow through challenge. Among the fun activities were riding ATVs and archery — to test and prove their grit!

This first physical meeting since the pandemic cements existing social bonds and strengthens relationships among JJ-LAPP colleagues. The meeting creates time and space for informal small talk that can feel unnatural in a formal videoconferencing situation. A casual chat before or after the conference is as vital to fostering a good relationship as anything on the agenda.

"A united JJ-LAPP team working towards the shared vision, with the confidence that we continue to create a bright future for our colleagues and our customers across the region, over the years to come" said Mr von Grabowski.



A successful meeting between the JJ-LAPP and the LAPP APAC management teams.

## INNOVATION

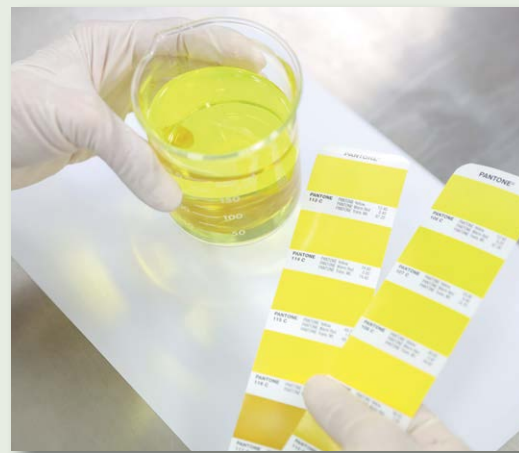
# Innovating for the Future

Jebsen & Jessen Ingredients' Regional Innovation Centres are ready to support customers as markets recover

By Pierre Courso, Thailand



Irin Charoensuk from Jebsen & Jessen Ingredients' Food team checks the quality of a yogurt candy they have developed.



Colour matching a formulation from natural ingredients by comparing with the Pantone chart.

Apr 2022 Since their inception in 2016, Jebsen & Jessen Ingredients' four Regional Innovation Centres comprising Food Lab - Sweet, Food Lab - Savoury, Personal Care Lab, and Coating Lab in Bangkok, Thailand have provided our customers and technology partners with the ideal place to develop their products for the South East Asian and Chinese markets.

Whether innovating new products for current and future market trends or fine-tuning and testing ingredient applications to meet customer specifications, our Regional Innovation Centres offer the technical expertise and equipment needed to bring complex formulations to market.

Now that exhibitions are back in full swing, the experts in our Sweet and Savoury Food Labs have created dozens of innovative prototypes that showcase key ingredients from our many technology partners. These have made their debut at industry trade shows such as FOOD INGREDIENTS ASIA, which is billed as ASEAN's largest food exhibition.

This year, in line with current food and beverage trends, our food technicians have further introduced several new formulations containing plant-based proteins, functional ingredients such as prebiotics, and clean label food colour ingredients to address heightened health consciousness among consumers.

Meanwhile, our Personal Care lab team, as formulation development experts for all types of personal care, toiletries and home care products, have been keeping close tabs on industry trends. With mask-wearing rules relaxing but not abolished in many markets, makeup is making a strong comeback. To help our customers ride this wave of demand, they created "Comfy Skin Formula", an innovative skincare prototype that addresses multi-layer skincare, makeup and mask-wearing pain-points.

Over at our Coating Lab, which is a state-of-the-art research facility dedicated to solving the problems faced in manufacturing high-quality coating and ink products, new concepts, panels, samples, and product prototypes are created weekly. This year, the lab has strengthened its inks application capabilities through investments in new ink instruments, intensified cooperation with business partners, and expanded collaboration with third-party researchers.

As our customers and technology partners navigate the road to recovery, we remain committed to supporting them with bespoke innovations!



Noppon Chandavimol from Jebsen & Jessen Ingredients' Coating Lab is testing and observing paint film performance after applying coats of paint.

## GLOBAL REACH

# The 'King of Garnet' Retires Again

By Nina Jessen, Singapore

Aug 2022 Torsten Ketelsen, co-founder of sister group GMA Garnet, has retired for the second time. In 2015, he retired from his position as CEO but continued as a non-executive director on the company's board. In 2020, following a period of difficulties, Mr Ketelsen returned as Executive Chairman on a full-time basis, immediately leading the company back to strong performance.

Having achieved what he set out to do, Mr Ketelsen, now in his 70s, is stepping down again to enjoy his well-deserved retirement. Fondly known in the industry as the "King of Garnet", he leaves behind a remarkable legacy.

Grant Cox, formerly CFO, has been promoted to CEO while the chairmanship will be handed to Heinrich Jessen. "Torsten has been the driving force of GMA for over 30 years and will be missed by all. We will be forever grateful for his leadership, mentorship and opportunities he has provided. After such an amazing career, we wish him all the best," said Mr Cox.



Torsten Ketelsen at the June 2022 Jebsen & Jessen Group board meeting in Aabenraa, Denmark.

# Jebsen & Jessen Hamburg Group Wins 'Best Managed Company' Award

By Carlotta Westphal, Germany



From left to right: Susanne Schöne, Fritz Graf von der Schulenburg, Holger Lösch.

May 2022 Jebsen & Jessen Hamburg Group has received the Best Managed Company Award 2022, which is a seal of approval for extraordinarily managed companies conferred by Deloitte Private, Credit Suisse, BDI and the Frankfurter Allgemeine Zeitung.

As part of the intensive selection process, the sister group was assessed on value drivers such as Strategy, Productivity & Innovation, Culture & Commitment, and Governance & Finance.

"The simple recipe for our Group's innovative ability is: 'Roots & Wings'. Our mission to act with special thought to entrepreneurship is rooted in over 100 years of experience in family business. Wings, in turn, enable us to perceive changes as opportunities and adapt our structures accordingly. The balance between a company's economic, ecological and social responsibility is what ultimately makes it successful in business," said Fritz Graf von der Schulenburg, CEO and Managing Partner.

# Proof & Company Launches Green Spirits Distribution Technology

By Nina Jessen, Singapore

Aug 2022 Proof & Company, an investee company of sister group JPJ Invest, has launched ecoSPIRITS, an innovative closed-loop distribution system that nearly eliminates packaging waste in the premium spirits supply chain. The low-carbon, low-waste system was in development for almost three years after the company's leadership identified sustainability as a key industry trend moving forward.

ecoSPIRITS is believed to be the first technology of its kind in the world, aimed at ending single-use glass.

"Glass is an energy intensive material. The production of one glass spirit bottle creates around 550g of carbon emissions – and the



Widges Gin, available in ecoTOTES, a refillable container for the bar industry.

world will make 40 billion of them this year," said ecoSPIRITS CEO & Proof & Company Founder, Paul Gabie.

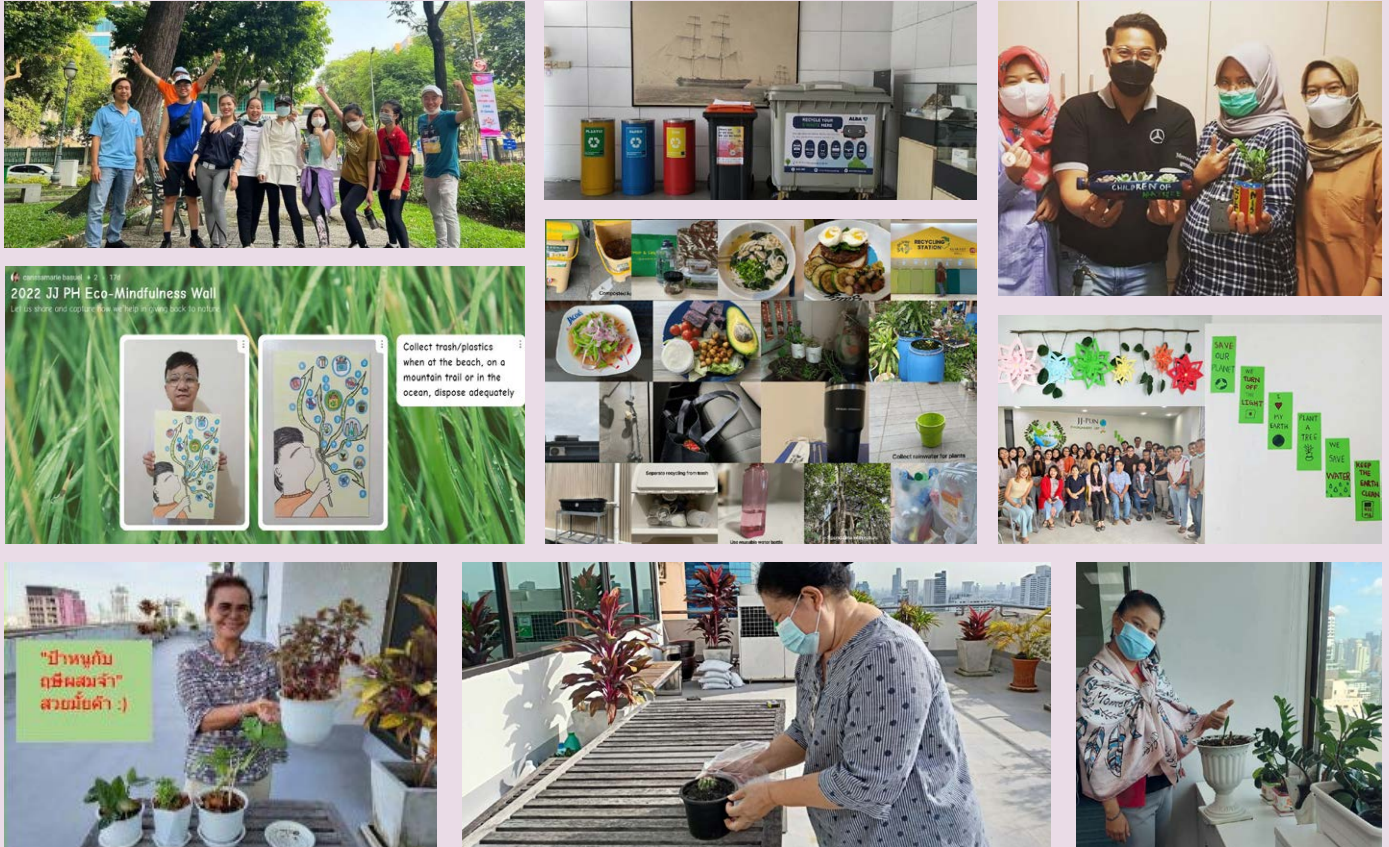
Applauding Proof & Company's achievements, J. Peter Jessen, Chairman and CEO of JPJ Invest, said, "Proof & Company has a great concept and has shown resilience during the pandemic, which was a difficult time for the hospitality industry. We are confident that they are well-positioned for future growth and sustainability."

## PEOPLE

# Promoting 'Eco-Mindfulness'

Jebsen & Jessen Group dedicated the month of June to fostering greener habits among colleagues

By Khairina Iffah, Malaysia



Various environmental activities taking place in our offices across ASEAN.

**Jun 2022** In conjunction with World Environmental Day on 5 June, the Group dedicated the entire month to encouraging colleagues to 'go green' with fun and creative activities conjured up by the Health & Wellness Committees in each country.

In Malaysia, this took the form of a bingo contest, with green actions earning colleagues one square and bringing them closer to a prize. Our colleagues in Indonesia got hands-on with an environmental project that saw them recycle and upcycle items in innovative ways, while our offices in Thailand were transformed into a green wonderland as colleagues were encouraged to bring a plant to office and record its growth.

In Myanmar, colleagues were introduced to the the 5Rs: Reduce, Reuse, Repair, Recycle, Reject through an informative talk session made more engaging through games. Colleagues in the Philippines inspired one another by actively sharing their 5R ideas whereas

in Vietnam, they did so on social media! Colleagues posted photos of their green endeavours on Jebsen & Jessen Vietnam's official Facebook page, so everyone could like, share and comment on them.

Meanwhile, in Singapore, the local teams focused on e-waste disposal and recycling. An education session was organised in partnership with ALBA E-Waste and dedicated e-waste recycling bins were set up at the Corporation Place and Enterprise Road offices.

Our collective efforts were recorded and submitted to the UN Environment Programme's #OnlyOneEarth campaign in a show of Jebsen & Jessen's support for the worthy cause. Scan the QR code to read on and view our impact!





PEOPLE

# Paving the Path to a Brighter Future

Jebsen & Jessen Packaging in Vietnam supports employees' school-going children on their educational journey

By Quyen Luong, Vietnam



The children all received backpacks filled with snacks and pocket money.



Party taking place in the company canteen at the Jebsen & Jessen Packaging Factory in Bac Ninh, Vietnam.

**Aug 2022** Jebsen & Jessen Packaging in Vietnam has resumed its dollar-for-dollar donation matching to provide financial support to 77 school-going children of low-income employees. The programme, which started 15 years ago, was paused due to the COVID-19 pandemic.

Ahead of the new school term in September, we had a small party with 30 children and their parents who live in Bac Ninh, where our factory is located. The children put on a delightful performance, singing their favourite songs for us, in between fun games and tasty treats. At the end of the party, we sent them off, ready for school, with a backpack filled with essentials and hearts filled with hope.



## In Memoriam

**Tawan Angprasert**  
Bill Collector, Jebsen & Jessen Business Services, Thailand

**Jul 2022** We are immensely saddened to lose Khun Tawan Angprasert, our Bill Collector from the Credit Management Team in Thailand to a tragic vehicular accident that happened during his commute home from work in July this year. At just 53 years of age, he leaves behind a loving wife and daughter.

Born in Chonburi, Khun Tawan moved to Bangkok in his youth. After graduating from high school, he worked as a dispatcher. He joined us in 1996 as a Bill Collector and served faithfully for 26 years.

At work, Khun Tawan's nickname was 'Jeab' but, with his kind and friendly nature, many of us took to calling him 'Father Jeab'.

In his personal time, Khun Tawan enjoyed fishing, telling us that it taught him patience and allowed him to feed his family. He was also a devout Buddhist and would visit the temple on Buddhist holidays and important religious festivals.

In his honour, Buddhist funeral rites were held for five days at Wat Pai Lueng Bang Bua Thong, a temple in the Nonthaburi province for family, friends and colleagues to pay their respects and bid him farewell.

Our thoughts are with his family at this difficult time. We hope it comforts them to know that Khun Tawan will always be remembered by all of us at Jebsen & Jessen Thailand.

PEOPLE

# Celebrating 25-Year Mile

Congratulations to all staff who celebrated their 25th work anniversary with the Group in Q2 and Q3 2022!

By Nina Jessen, Singapore

## SINGAPORE Celebrations on 2 June and 31 August 2022!

By Rinnah Neo, Singapore



**Rafidah Salleh**  
Receptionist  
Jebesen & Jessen Group, Singapore  
Date joined: 4 November 1996

"Having Idah on the team makes a difference. She never shies away from new responsibilities and is always there to help. She is keen to learn and has a positive mindset. You're awesome, Idah!"



**Tay Li Khim**  
Senior Accountant  
Jebesen & Jessen Group, Singapore  
Date joined: 2 June 1997

"Once a task is assigned to Li Khim, it's as good as done — that's the reputation that she's earned over the years! Her commitment and 'not giving up' attitude make her a very valuable team member and has propelled her career with the Group."



**Stephanie Tan Lay Khian**  
Financial Planning Analyst  
JJ-LAPP, Singapore  
Date joined: 17 March 1997

"Loyal and dedicated employees like Stephanie are the foundation of any successful company and a reflection of a great company culture. Congratulations on this remarkable milestone and thank you, Stephanie!"

## INDONESIA Celebrations on 25 July 2022!

By Pierre Corso, Thailand



**Gloria Setiadi**  
Purchasing Executive  
Jebesen & Jessen Ingredients, Indonesia  
Date joined: 1 July 1997

"We call her 'aunty' as she cares for us like family and has taught us many valuable lessons both professionally and personally. We are blessed to have her!"



**Nuryanto**  
Office Helper  
Jebesen & Jessen Ingredients, Indonesia  
Date joined: 1 July 1997

"I've had the honour of working alongside Nuryanto for 25 years. What I admire most is that he never complains about his tasks, ever!"

PEOPLE

# stones

## MALAYSIA Celebrations on 20 January, 9 June and 17 June 2022!

By Rinnah Neo, Singapore



**E Eng Kheng**  
Sales Manager  
Jebesen & Jessen Ingredients, Malaysia  
Date joined: 2 September 1996

"E. is always ready to step up. He shares his knowledge and experience to coach junior colleagues and reminds us that if we love our work, it's never a chore."



**Lim Pei Chin**  
Manager, Technology & Solutions  
JJ-Lurgi Engineering, Malaysia  
Date joined: 1 November 1996

"A helpful and caring colleague who is appreciated by colleagues, customers and partners, PC is dedicated, loyal and hardworking. She's the 'mother' to our interns and always ready to lend a listening ear."



**Jonathan Chooi Hoi Choy**  
Procurement Manager  
JJ-Lurgi Engineering, Malaysia  
Date joined: 2 May 1996

"From Sales Manager to Head of Procurement, Jonathan has proven to be a strong and diligent negotiator who keeps his cool when others get frazzled. He always finds a way to work through difficult situations."



**Connie Yew Kim Lin**  
Indoor Sales Executive  
JJ-LAPP, Malaysia  
Date joined: 1 February 1996

"Connie has always put her heart and soul into her work. Her personal motto is 'The early bird catches the worm', so she's always the earliest every morning. Thank you, Connie, for never saying 'no' to providing support!"

## FEATURES

# A World of New Possibilities

Growth Mindset Training for all Group employees has begun with senior and middle managers completing the programme

By Tharathorn Suksawad, Thailand



Growth Mindset Training sessions in Malaysia, Vietnam, Singapore, Indonesia, the Philippines, Myanmar, and Thailand.

Aug 2022 Jebsen & Jessen's rally cry to #AdvanceBuild is guided by a long-term business strategy that, on its own, is simply a blueprint. It can only be brought to life by people — people who believe in the vision and are both able and willing to act on it.

That is why, as we lay the foundation for the Group's next growth chapter, it is important that our employees grow alongside the business.

Inculcating a growth mindset in our employees was a key learning need that was surfaced during our strategic planning exercise in 2020. Someone with a growth mindset, as opposed to a fixed mindset, is more likely to look at a situation and see opportunities instead of obstacles. It is a perspective that embraces growth and development, which opens up a world of new possibilities.

This is particularly essential in a business environment characterised by volatility and uncertainty.

To help employees unlock the power of a growth mindset, we invited Dr Reza Abraham, co-founder of InControl Group and Growth Mindset Master Trainer, to develop and conduct a two-day programme.

We launched this in April this year, with senior and middle managers across seven ASEAN countries successfully completing the programme by August. As a next step, it will be introduced to all Group employees.

Between the lectures, group exercises, and individual reflections, participants learnt to challenge their deep-seated assumptions and exercise mental agility.

Reflecting on the experience, Pierre Courso, who leads regional marketing for Jebsen & Jessen Ingredients out of Thailand, said, "A very motivating session! There were many valuable work and life lessons for professional and personal growth. Reflecting on our own strengths and weaknesses and sharing these with our colleagues was a good opportunity to take a thorough look at ourselves. It was also a reminder that no one is perfect and that we all have areas where we can improve."

Dr Reza offered practical tools, tips, and techniques, which helped participants put theory to practice.

"We learned in practical ways how to cultivate a growth mindset from within and influence our team members to do the same. There are many guiding principles, and if we make the effort to adhere to them, we can bring development to ourselves easily. I'm grateful to have been given this opportunity to be trained by Dr Reza and look forward to bringing these valuable principles to more colleagues very soon," Keith Chong, General Manager, Jebsen & Jessen Packaging, Singapore.

### About Jebsen & Jessen Group

Since 1963, we have worked in partnerships with global market leaders, facilitating and capitalising on opportunities throughout South East Asia. An industrial enterprise, our business spans manufacturing, engineering and distribution activities. We have five core business units: Cable Technology, Ingredients, Life Sciences, Packaging and Technology. Through our network of companies spanning 30 locations, including 9 manufacturing facilities in China, Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam, our 2,550 people work as one to develop meaningful products and services for the 20,000 customers we serve. We are part of a global family network of sister groups that dates back to a trading partnership formed in Hong Kong in 1895.

[www.jjsea.com](http://www.jjsea.com)