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JEBSEN & JESSEN

Marking Milestones

by Kyanna Sannishara Soekardjo, Indonesia

For the very first time, Indo Tirta Abadi, a joint venture formed in 2020 under Jebesen & Jessen Packaging, honoured its dedicated team members with a Long Service Award celebration.

Across both its Tangerang and Gempol plants, a remarkable 363 colleagues marked their five-year milestone. True to the spirit of community, the team launched a heartening initiative called "From Us to Us," a charity programme designed to benefit their own.



Indo Tirta Abadi celebrating the Long Service Award.

Also in Indonesia, Jebesen & Jessen Technology honoured two colleagues, Budinarso and Eliza Hernawati for 25 incredible years of service, in the presence of Group CEO Per Magnusson and President Director Indonesia Lusi Lukman.



From left to right: Rudy Rusli, Per Magnusson, Budinarso, Lusi Lukman, Eliza Hernawati, Maria Santiago, Martin Overgaard and Lim Si Howe.

And in Johor Bahru, Malaysia, Packaging colleagues were joined by CEO Tau Siong Chui and Chairman Heinrich Jessen to honour Chu Sui Jen, Mas Indera Bin Othman and Ruzilan Bin Mahmood who have also spent 25 years with the Group.



Heinrich Jessen with Chu Sui Jen, Mas Indera Bin Othman and Ruzilan Bin Mahmood.

Say Hi to New Senior Managers!

by Kyanna Sannishara Soekardjo, Indonesia

We are excited to announce the promotion of two excellent leaders within the JJ-LAPP Business Unit —Jit Tan and Thien An Huynh (Alex) to senior management roles. These promotions reflect our continued commitment to recognising exceptional talent and strengthening our leadership capabilities across the region.

Jit will lead talent strategy, leadership development and organisational alignment for JJ-LAPP. Incidentally he is also double hatting as the HR business partner for Turf & Irrigation under Jebesen & Jessen Technology.

Meanwhile, General Manager - JJ-LAPP Vietnam Alex has been promoted to senior management in recognition of his leadership and contributions. He will continue to drive strategic growth, develop high-performing teams, and contribute to regional business alignment and innovation.



HR Business Partner, ASEAN - Connectivity Solutions and Turf & Irrigation Jit Tan.



General Manager - JJ-LAPP Vietnam Thien An Huynh (Alex).

Uniting for Impact

by Julie Lynton, Australia



GMA colleagues at 2025 Leadership Forum.

GMA recently hosted its 2025 Leadership Forum in Perth — a week-long gathering of senior leaders from across its global operations.

The forum aimed to align the company's five-year strategic vision, foster deeper cross-functional collaboration, and build momentum for long-term growth.

Leaders from operations, sales, marketing, sustainability, logistics and technical services convened alongside the Jebson & Jessen Group's top executives, including Chairman Heinrich Jessen and Group CEO Per Magnusson.

Through a mix of presentations, workshops, and strategic discussions, the group explored emerging opportunities and strengthened leadership alignment around GMA's shared vision and strategic direction.

GMA CEO Grant Cox described the event as a defining moment: "Bringing our global leaders together helps ensure we're working smarter, with a shared focus on delivering value and driving sustainable growth."

Reflection on Legacy and Transformation

by Ben Oliver, Australia

At a Town Hall event on May 7, 2025, Safetech took a moment to reflect on its journey and recent strides in integration with the Jebson & Jessen Group.



Chris White (left) and Vince Di Costanzo (right) addressing Safetech employees at a town hall meeting in May 2025.

More than four decades after starting as a family-run business with just four founders, Safetech has evolved into a national brand employing over 170 people. Managing Director of Safetech Equipment, Australia - Material Handling Chris White likened Safetech's transformation to that of a luxury brand shifting into a high-performance Formula 1 team—streamlining internal systems without slowing down.

Integration has gained traction since the acquisition of Safetech as a Jebson & Jessen member last year. The company's ERP and CRM system rollouts were recently celebrated, alongside key engineering and product milestones.

Notable project highlights included the installation of large-scale gantry cranes for Western Australia's new desalination plant and the development of stainless steel-lined freight hoists for the Sydney Fish Market.

Meanwhile, Managing Director of Safetech Service & MHE Equipment, Australia - Material Handling Vince Di Costanzo announced the upcoming merger of the EMS team into Safetech, effective July 1, 2025, further strengthening installation and service capabilities.

With deep appreciation for its staff, Safetech remains committed to building on its legacy and experience for a more agile, connected future alongside its wider Jebson & Jessen family.

Olivia Chua

on Positive Thinking and Robots

by Ranjetha Kumar, Malaysia



Olivia Chua, Jebsen & Jessen Group Chief Human Resources Officer.

Female leadership is being redefined by trailblazers. Chief Human Resources Officer Olivia Chua reflects on the lessons learned from international career moves, standing up to bias, and spearheading a culture of wellness and innovation. Her insights offer a compelling look at how modern leadership can blend courage, clarity and compassion in an era of rapid transformation.

Q. What challenges have you encountered and successfully navigated as a female leader?

A. From a young age, I realised that self-confidence is key. It helps articulate thoughts clearly and convey ideas with conviction. Early in my career, I felt that I needed more experience, which motivated me to push myself and work overseas. Gaining international experience took me out of my comfort zone, forcing me to make independent decisions and adapt quickly to different cultures and ways of working. One of the biggest lessons I've learned is to always be aware of your surroundings. Make decisions based on the next steps and potential risks. Planning ahead and taking calculated risks is essential for growth and success.

Q. During challenging times, what strategies do you employ to maintain your motivation and resilience?

A. For me, it's more of a mindset shift rather than a specific strategy. When you believe in yourself and start challenging yourself personally, obstacles become more manageable. Unless it's a life-or-death situation, most challenges are simply problems to solve. Challenges bring knowledge and even in stressful moments, it's important not to let stress consume you. I also believe in making problem-solving engaging. Getting people excited about finding solutions fosters a positive and resilient approach.

Q. How to foster a culture of inclusion and diversity that prioritises skills and competencies?

A. It starts with us. When we are born, we have no biases. But as we grow, our environments, including family and society, shape our perceptions. The key is to become self-aware of these biases. Once we recognise them, we can be more mindful and intentional in fostering an inclusive culture. True inclusion cannot be forced. It must be ingrained in our values to be sustainable. Since stepping into my role, I have strongly advocated for anti-discrimination and anti-bullying policies to ensure fairness and accountability. Many people may not even realise their biases until they understand their impact.

Q. What hard and soft skills do you believe are essential for the next generation?

A. Planning and organisation are crucial, not just in professional settings but in personal life as well. Within this, time management plays a vital role, ensuring efficiency and productivity. Another key skill is attention to detail. A trait that not many people naturally possess but one that makes a significant difference in execution. Additionally, conceptual and analytical thinking is essential. Future leaders must be able to think big picture, anticipate future challenges and connect the dots between leading KPIs (key performance indicators) and lagging KPIs to drive long-term success.

Q. What is one aspect of your life that you wish more people understood about you?

A. I have never let life make me bitter. I choose to be grateful for everything that happens, no matter the circumstances. Instead of dwelling on challenges, I focus on appreciation and perspective. One of the experiences that reinforced this mindset was a volunteer trip to Nepal. Living without basic amenities like running water, heating or electricity gave me a profound sense of gratitude for the things we often take for granted. It was a humbling reminder of how fortunate we are and why I always strive to see the positives in every situation.

Q. Could you share a particularly fulfilling moment you've experienced?

A. One of the most fulfilling moments for me was launching the Health & Wellness (H&W) initiative for the Group. Before this, our activities were largely business unit (BU)-focused and there weren't many opportunities for employees across different BUs to come together. The goal was to create something that would connect colleagues beyond work and despite the challenges of the pandemic, we made it happen! Seeing colleagues from different countries engage and enjoy the activities was incredibly rewarding.

Q. In your view, how will artificial intelligence impact the HR function?

A. At Jebsen & Jessen, we have already started exploring automation, which is the first step toward integrating AI into our HR processes. One area we are investigating is Robotic Process Automation (RPA), a beginner-level AI that automates repetitive tasks based on predefined inputs. We are also seeing AI being used in areas like job description generation and summarisation but we believe that AI should be used to enhance, not replace human thinking.

Where Golf Meets Culture

by Marcus Lye, Malaysia



Turf Pro Invitational 2025 attendees.

Where can you find an event where the guests are faced with a uniquely Vietnamese choice: tee off in a friendly Stableford tournament or take a tranquil cable car ride up the sacred Yen Tu Mountain?

Hosted by Jebson & Jessen Technology from Mar 31-Apr 2, Turf Pro Invitational 2025 brought together golf course superintendents and club owners from across Vietnam. Set against the lush backdrop of Legacy Yen Tu – MGallery, the event set out to elevate the country's turf management standards through hands-on learning, real-world demonstrations and peer exchange.

Industry leaders including Managing Director - Turf & Irrigation Philipp Hoffmann, General Manager of Jebson & Jessen Vietnam Nguyen Thuy Long and Toro's Asia Director Cameron Russell opened the session with a clear message: Vietnamese turf industry is ready to lead and Turf Pro is here to support that journey.

The Turf Pro Invitational's learning sessions featured expert insights on world-class golf course infrastructure and sustainable agronomy, led by President at Flagstick GCCM Martin Moore. Participants then

visited the newly opened Silk Path Dong Trieu Golf & Country Club for hands-on training in course readiness, guided by agronomy director Paul McLean. The day also introduced attendees to the latest turf innovations, including sustainable machinery from The Toro Company and plant health strategies from Plant Fitness.

Beyond the fairways, the Invitational served as a regional nexus for turf professionals. Guests from Korea and the Philippines attended as observers, eyeing future replication in their home markets.



Strong Presence, Stronger Partnerships

by Pierre Courso, Thailand



Jebesen & Jessen Ingredients and Schill + Seilacher side by side.

What makes an expo interesting? If you ask Jebesen & Jessen Ingredients, the answer is a showstopping booth and memorable connections.

At GRTE 2025, the 6th Global Rubber Latex & Tyre Expo held at BITEC, Bangkok, our striking booth featuring Real Retread Tyres in the lighting design became an instant conversation starter. Beyond the visual creativity, it was the high level of engagement with

long-standing partners, new prospects and industry leaders, that truly made our presence stand out.

Over three days, our Plastics & Rubber team connected with key stakeholders from across Southeast Asia, reinforcing relationships and uncovering new commercial opportunities. As a long-time partner of Schill + Seilacher "Struktol", we were proud to co-exhibit with them and support our shared vision for advancing rubber additive solutions in the region.

The timing of GRTE 2025 also coincided with a significant milestone: the opening of Schill + Seilacher's new production facility in Johor, with our leadership team having the opportunity to visit the plant following the expo. This localised production facility marks a strategic step in reducing costs and emissions while strengthening regional supply capabilities.

Together with Schill + Seilacher, and other valued suppliers including Hans W. Barbe, Orion Engineered Carbons and Lord Thailand, our presence at GRTE reflected the strength of our regional partnerships and our continued commitment to innovation in the rubber and tyre industry.

A big thank you to the organising team, partners and all who visited the stunning booth.



Real Retread Tyres incorporated in the lighting design.

A Statement Win for Data Centres

by Rizki Fauzan Rahman, Indonesia



Data centre building construction in progress.

In the heart of South Jakarta, a quiet triumph is unfolding. JJ-LAPP Indonesia has secured a significant contract to supply LAPP Power Cable solutions for the BDx CGK3A Data Centre, one of Indonesia's newest Tier III facilities pushing the envelope in sustainable infrastructure.

It offers 15MW of capacity and aims for a "sustainable" below-average Power Usage Effectiveness (PUE) as a leading provider of enterprise and hyperscale data centre services.

With backing from telecom giants Indosat Ooredoo Hutchinson and Lintasarta, BDx is racing to deliver high-capacity, energy-efficient data services. Through this collaboration with JJ-LAPP Indonesia, BDx expects to have the most reliable cable solution and connectivity in the data centre facility.

A cross-functional team—spanning sales, technical, operations, supply chain and the cable manufacturing factory in Tangerang—came together to not only meet tight timelines but to exceed expectations.

Led by Rizki Fauzan Rahman, with key roles played by Feby Puspita Sari, Dea Pramita Santosa, Wansisko, Reynold Farid, Andreas Sihono, and Arif Kurniawan, the project's success signals JJ-LAPP's growing influence in Southeast Asia's booming data centre landscape.

Forging Ahead into New Frontiers

by Kyanna Sannishara Soekardjo, Indonesia

After years of making its mark in the Food & Beverage and Electrical & Electronics sectors, Jebesen & Jessen Packaging is now stepping confidently into the world of pharmaceuticals, a long-awaited milestone in their diversification journey.

Their foray into the sector did not happen overnight. It began back in 2020, when the team first approached a prospective

pharmaceutical partner to pitch a custom-designed jerrycan. After three years of persistence, they were finally awarded the project of a 5L jerrycan.

From there, momentum grew steadily. A qualification sample was submitted in April last year and received R&D approval in August, and mass production commenced in September. Thanks to their impressive work and reliable technical support, Jebesen & Jessen Packaging was officially appointed as the strategic supplier for the new projects, 3.9L and 7.8L jerrycan.

Currently, the team is developing the production mold, sampling this March. Once stability and biocompatibility tests are cleared, commercial production could begin as early as next year.

What makes this project even more meaningful is its purpose: the jerrycans will be used in kidney dialysis machines in hospitals across Malaysia — a small package, with life-saving solutions.



Jerrycan sample from Jebesen & Jessen Packaging.



Cutting Steam, Cutting Carbon

by Siew King Juan, Malaysia

In the shadow of China's rising cities and glistening tech corridors lies a vital machine, powering the nation's food economy: the solvent extraction plant.

This industrial giant is responsible for a quiet but massive transformation each day, converting soybeans into oil for cooking and meal for animal feed. It is an essential part of how China feeds its population and a significant contributor to its energy use and emissions.

But something extraordinary is happening behind the scenes.

At JJ-Lurgi Engineering China, a team of engineers has been quietly leading an energy revolution in the sector. With the cost of energy climbing—particularly steam, which fuels the extraction process—manufacturers have been pushed to find smarter, greener ways to operate. Rather than seeing this as a hurdle, JJ-Lurgi sees opportunity.

Through a combination of bold innovation, deep process knowledge and collaborative customer partnerships, JJ-Lurgi has achieved what many thought unlikely: a massive 30% reduction in steam usage across large-scale solvent extraction plants.

To others, that may sound like a footnote in an energy report. However in real-world terms, it's monumental. That 30% savings equate to a daily reduction of approximately 120 tonnes of carbon dioxide emissions. Every day, these optimised plants emit the equivalent of half a million fewer kilometres of car travel, enough to circle the globe 12 times.

This isn't just a win for our clients but also a win for the planet. As governments around the world introduce stronger environmental policies, the demand for sustainable industrial solutions will continue to grow.

JJ-Lurgi is proud to be part of that future – both helping clients operate more efficiently while building a cleaner, more sustainable world for all.



COFCO Dongguan Crushing Plant.



Raising the Bar with Triple Milestones

by Geraldine Sue, Malaysia

In an era where sustainability, safety and operational excellence are more important than ever, few milestones mark a more significant advancement in the ongoing commitment to excellence and continuous improvement.

For MHE, the recent attainment of ISO 9001:2015 (Quality Management), ISO 14001:2015 (Environmental Management) and ISO 45001:2018 (Occupational Health & Safety) certifications across its Singapore and Malaysia operations is a testament to the collective effort, perseverance and unrelenting commitment employees make on a daily basis.

From working through initial hurdles to bringing operations in line with world-class standards, it's evident that collective dedication and collaboration have been the forces driving this accomplishment and at the heart of this success is Burton Chua, Head of IP Serial Products & Rental.

These certifications reiterate our dedication to doing business with integrity, accountability and excellence — not just in what we make, but in how we operate every day. And we're not stopping here. The team is ready to replicate this accomplishment to our other regional operations.



ISO certification for MHE.

Less Waste, More Taste

by Onon Baatar, Mongolia

As the planet faces mounting environmental pressures from climate change, ecological imbalance and the depletion of natural resources, conversations about sustainability have moved beyond boardrooms and policy papers, finding their way into more unexpected corners of everyday life. Even behind the cocktail bar, a revolution is underway.

In Mongolia, this shift is being championed by MSM Betastar, the official distributor of Flor de Caña, the world-renowned Nicaraguan rum that has become a global symbol of sustainable growth. Since 2022, MSM Betastar has brought an eco-conscious edge to the country's cocktail scene through the Flor de Caña Zero Waste Cocktail Challenge, a bold initiative that blends environmental awareness with artistic mixology.

Each year, the competition brings together 50 of Mongolia's most creative bartenders to reimagine their craft with sustainability at the core. The winners earn the chance to represent Mongolia on the regional stage, competing in Vietnam, Thailand and China marking a first in the industry for promoting sustainability.

This year, the movement took another leap forward. For Earth Day 2025, MSM Betastar joined forces with Flor de Caña for an APAC-wide activation, celebrating a shared commitment to greener bartending practices. Under the inspiring theme of "Less Waste, More Taste" Mongolia's bartender champions served zero-waste cocktails across local bars and restaurants.



The winner of Sustainable Cocktail Challenge.



Bridging Continents

by Romy Therese Lorek, Hamburg

MSM CEO Mark Gabel recently attended the prestigious OAV Liebesmahl in Hamburg's historic Rödingsmarkt—an influential East Asian Association event where business met politics.

He was welcomed by notable leaders including Jebsen & Jessen Hamburg Managing Partner Fritz von der Schulenburg, Chief Administration Officer Carsten Schulz-Schaffnit and others to explore new synergies and potential collaborations aligned with MSM's operational focus. The event offered a valuable platform to deepen existing relationships and pursue joint growth opportunities.

Founded in 1998 and now part of the Jebsen & Jessen Group in Singapore, MSM has grown into a market leader in Mongolia. With a team of over 670 skilled professionals, the company operates across three core sectors: automotive, industrial and beverage.

Beyond business, MSM is deeply committed to corporate social responsibility. Through its extensive CSR programme, the company supports initiatives in health, education, environmental protection and the arts. This reflects not only a sense of corporate duty but also a genuine dedication to uplifting communities and contributing to a better future for Mongolia and beyond.



From left to right: Carsten Schulz-Schaffnit (CAO & Managing Director, Jebsen & Jessen Hamburg Group), Klaus Loew (Managing Director, Juritex), Mark Gabel (CEO, MSM Group) Fritz von der Schulenburg (CEO & Managing Partner, Jebsen & Jessen Hamburg Group), Martin Gruber (Managing Director Transportation/e-Mobility, Jebsen & Jessen Industrial Solutions), Julian Harrendorf (General Manager Corporate Development, Jebsen & Jessen Hamburg Group).

Driving the Future

by Nikky Wang, China



AITO and Jebsen Motors signing ceremony.

In a city famed for its casinos and historic charm, Macau is quietly embracing a future fuelled by innovation and sustainability, thanks to a new partnership between Jebsen Motors and AITO.

Jebsen Motors, a leading name in luxury automotive distribution in Greater China, has become the exclusive distributor for AITO, a premium electric intelligent vehicle (EIV) brand co-developed by China's SERES Group and tech giant Huawei. AITO, short for "Adding Intelligence to Auto,"

combines refined comfort, advanced safety and cutting-edge technology, including intelligent driving systems and immersive smart cabins.

With over 70 years of experience introducing premium brands like Porsche to the region, Jebsen Motors brings deep local expertise and a legacy of excellence to this new venture. "We are thrilled to join forces with AITO," said Managing Director of Jebsen Motors Frederic Bottlang. "This partnership will play a key role in the growth of Macau's EV market."

More than just selling cars, Jebsen Motors and AITO aim to redefine mobility in the region, blending luxury with environmental consciousness. Their shared vision is shaping a greener, smarter Macau for generations to come.



Premium Electric Intelligent Vehicle (EIV) Aito M9 model.

Your 5-9 After 9-5

by Kyanna Sannishara Soekardjo, Indonesia

“What do you do after work?” It’s a familiar question—often tossed out casually among colleagues. But for some, life after working hours is a whole world of routines, passions and purpose.

Take Andreas Sihono (JJ-LAPP, Indonesia), for instance. Somehow, after a full workday, he still has gas in the tank. Most evenings, you’ll find him swimming laps at the clubhouse or jogging on the treadmill. If not, he’s walking his dog, lending a hand with his kids’ homework, rehearsing with his choir, or simply sharing a quiet moment in front of the TV with his wife.

Norshakila Amin (Hub, Malaysia) is equally dynamic. Her after-hours are often filled with singing—either through karaoke or impromptu sessions with street buskers. Lately, she’s also developed a talent for henna art, which she practices diligently.



Norshakila Amin (Hub, Malaysia) showcasing her talent at Hari Raya open house.

For Raja Hotmarasi (JJ-LAPP, Indonesia) and Dominic Hormigos (JJ-LAPP, Philippines), evenings take on a warmer tone. After dinner with their families, they settle into quality time with their children—a daily rhythm that brings calm after the bustle.

One devoted pet parent, Siti Rumsari (Ingredients, Indonesia), finds joy in caring for her cat, Momo. Whether feeding, grooming or simply chatting (yes, chatting), she swears Momo is a superb listener—judgmental stares aside.



Dominic Hormigos (JJ-LAPP, Philippines) and family on vacation.



Siti Rumsari (Ingredients, Indonesia)’s cat Momo.

And what about the lovebirds? After a busy and productive day, Allysa Merginio (Technology, Philippines) partner waits for her to head to the mall for a relaxed dinner. Afterward, they stroll around a little bit, ending the night on a sweet note.

In the quiet hours after work, it’s the small personal rituals that reveal the deeper rhythms of our lives and the moments that matter most.

So, what’s your 5-to-9 after completing your 9-to-5?



JEBSEN & JESSEN

Part of a global family enterprise that dates back to a trading partnership formed in Hong Kong in 1895, Jebsen & Jessen Group headquartered in Singapore is today an industrial conglomerate with a diverse network of businesses spanning manufacturing, engineering, mining and distribution activities. Core businesses include cable technology, garnet, ingredients, life sciences, packaging and other industrial technology, across more than 15 countries in five continents. Over 4,000 colleagues work as one to develop meaningful products and services for the myriad customers served.

For more information, visit www.jjsea.com