



# The MACKEREL

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02/BUSINESS

13/PEOPLE

09/EVENT

15/FAMILY ENTERPRISE

12/INNOVATION

16/FEATURES



02/ Doubling Down on Growth



09/ Recipes for Success



12/ A Formula for Innovation



16/ Seeking Synergy

## ABOUT THE MASTHEAD

The Mackerel masthead subtly combines graphic images of the compass, sky and vast ocean to symbolise Jebesen & Jessen's sea-faring history and growth to become a leading distribution, manufacturing and engineering group. The ripples reflect the expanding and international character of our family enterprise and the communication function of this newsletter.

## Venturing Down Under

Jebesen & Jessen Group expands Australian presence with the acquisition of GMA Garnet Group and Safetech

By Anthea Ho, Malaysia and Nina Jessen, Singapore



Jebesen & Jessen Group marks a significant milestone with the acquisition of GMA Garnet Group.

Mar 2024 Jebesen & Jessen Group has expanded its presence in Australia through two significant moves: the acquisition of GMA Garnet Group and a strategic partnership with Safetech. This aligns with the Group's 'Advance & Build' strategy to bolster growth through targeted acquisitions and partnerships.

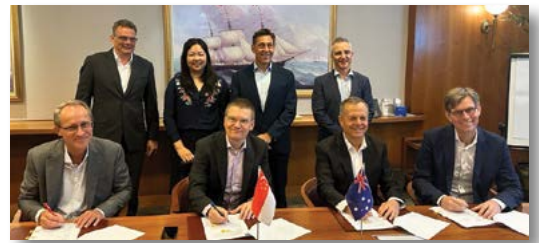
### GMA Garnet Group

The acquisition of GMA Garnet Group (GMA) took place in April 2024, with Jebesen & Jessen acquiring the world's largest and only fully integrated garnet company. This is the Group's largest investment to date. It sees the creation of a new and sixth business unit within the Group and a second business unit with a global footprint.

"This strategic move opens exciting doors as we grow beyond our traditional ASEAN base and into new territories of deeper technical expertise and value-added offerings," said Heinrich Jessen, Chairman of Jebesen & Jessen Group.

Jebesen & Jessen will provide investment, resources, and support for GMA's next phase of development, including capital investments for increased mining and processing capacities.

"With access to the Group's expertise and resources, we can increase our operations, ensuring long-term sustainability and efficiency across all our facilities," said Grant Cox, CEO of GMA.



Jebesen & Jessen Group and Safetech sign a strategic partnership agreement at Jebesen & Jessen headquarters in Singapore.

### Safetech

In March 2024, Jebesen & Jessen Group entered into a partnership to acquire a majority stake in Safetech, Australia's premier provider of dock products and lifting solutions. This collaboration integrates Safetech's sales, engineering, and manufacturing strengths with the Group's Material Handling division.

"Safetech's long-standing leadership in the market, coupled with their unwavering commitment to excellence and shared values that closely resonate with our own, distinguishes them as an exceptional partner," said Per Magnusson, Group CEO of Jebesen & Jessen Group.

Under the agreement, Safetech's operations will continue unchanged, maintaining its Australian-based engineering and manufacturing capabilities while leveraging the Group's support to expand its market reach and product offerings.

"This partnership with Jebesen & Jessen will help us maintain our legacy of Australian engineering and manufacturing as we continue to grow," said Lindsay Wakefield, Founder and Managing Director of Safetech, who retains a minority stake in the business.

Combined, these strategic initiatives underscore the Group's commitment to enhancing its capabilities, expanding its footprint in Australia, and reinforcing its leadership in key industrial sectors.

HIGHLIGHTS

## BUSINESS

# Doubling Down on Growth

JJ-LAPP commemorates its 20th anniversary with regional expansion and strategic partnerships

By Samantha Ling, Malaysia

Apr 2024 JJ-LAPP, South East Asia's premier cable and connectivity provider, recently celebrated its 20th anniversary. Formed through the blending of Jebsen & Jessen's local expertise and extensive regional presence with LAPP Holding Asia's advanced German engineering and manufacturing capabilities, JJ-LAPP has empowered Asian customers with high-quality, customised cable technology solutions for two full decades.

Today, JJ-LAPP is firmly established in the region with its growth underpinned by strategic partnerships that bolster its position as a leading solutions provider in sectors like renewable energy, industrial automation, and beyond.



Team members gather for a group photo after completing team building activities.

### Strategic Milestones & Partnerships

In 2010, JJ-LAPP inaugurated a manufacturing facility in Indonesia, enhancing its regional production capabilities. Notably, partnerships with industry leaders like Huawei, Trina Solar, and Clenergy have enabled JJ-LAPP to establish itself as a key player in solar energy solutions, supplying top-quality connectors and cables.



From left: Richard Lee (CEO, LAPP APAC), Marc von Grabowski (CEO, JJ-LAPP), and Heinrich Jessen (Chairman, Jebsen & Jessen Group) at the 20th anniversary cake-cutting ceremony.

### Iconic Projects & Contributions

JJ-LAPP has a multi-sector clientele and a sterling track record that includes supplying over 900km of instrumentation cables to Riau Andalan Pulp and Paper (RAPP) in Indonesia, providing Neoprene core cables for light fixtures along the racecourse of the Singapore Grand Prix, and delivering fire-resistant cables to several high-end condominiums in Bangkok, Thailand.

In a remarkable achievement, JJ-LAPP in the Philippines secured a significant S\$23-million project with Citicore Power under the Green Energy Action Program (GEAP 2), making it its largest order to date. The project involves supplying Huawei inverters for multiple solar power plants across the country, underscoring JJ-LAPP's leadership in renewable energy solutions.

## BUSINESS



A group photo taken during the 20th anniversary gala dinner celebrations.

### New Horizons & Future Strategy

Looking forward, JJ-LAPP aims to diversify further into industries such as F&B, Robotics, and Switchgear. Marc von Grabowski, CEO of JJ-LAPP, expressed optimism, saying, "I'm excited to embark on the next chapter where we build on our strong foundation. With our battle cry 'Growing Together Sustainably', we will expand our portfolio to drive continued growth across the region and enter new markets."

As JJ-LAPP enters into a decade of growth and innovation, the company remains dedicated to excellence, forging ahead with confidence and a commitment to shaping the future of connectivity and sustainability in South East Asia.

## Teeing off as One Team

### Jebsen & Jessen Technology – Turf & Irrigation Division secures orders in Indonesia and Vietnam

By Nguyen Thuy Long, Vietnam and Eko Suwanto, Indonesia



From left: Robert Reynolds (General Manager; Silk Path Golf), Gareth Knight (Senior Regional Sales Manager; Toro), Philipp Hoffmann (Regional Director; Jebsen & Jessen T&I), Bui To Minh (Chairman, Silk Path Golf) with two of his team members as well as Jebsen & Jessen T&I team members, Thao Nguyen, Thien Nguyenmau and Tuan Anh Tran.



From left: Agung Permana (Business Manager; Jebsen & Jessen T&I), Paryono (Sales Executive, Jebsen & Jessen T&I), Rulfie Cahyadi (Chemical & Fertilizer Sales Executive, Jebsen & Jessen T&I), Qamal Muttaqin (Golf Architect / Director; Karya Rama Prima), Philipp Hoffmann (Regional Director; Jebsen & Jessen T&I), and Eko Suwanto (Business Manager (Golf), Jebsen & Jessen T&I).

**Apr 2024** With two new contracts secured, Jebsen & Jessen Technology – Turf & Irrigation Division has not only captured significant market share in Vietnam and Indonesia but further established itself as an end-to-end service provider for golf courses in the region.

In Vietnam, the division has been entrusted with a S\$2.4-million order to supply Toro and other turf maintenance equipment to Silk Path Golf Course. The new 27-hole golf course, designed by Nick Faldo in the idyllic Ha Long Bay, is set to host world-class tournaments in the future.

Over in Indonesia, PT. Bumi Halimun Indah has awarded the division a S\$2.2-million order for the supply of golf fleet vehicles and turf equipment from Toro. These will be deployed at a new 18-hole golf course in the valley of Mount Halimum in Bogor, West Java.

The successful acquisition of these contracts stems from the collaborative efforts of Jebsen & Jessen's local and regional teams.

## BUSINESS

# 'Go Global' Strategy Lifts Off

JJ-Lurgi celebrates its 32nd anniversary with global growth, leadership advancements, and ISO excellence

By Ranjetha Vijaya Kumar, Malaysia



A group photo taken during the 32nd anniversary celebratory dinner at Tropicana Golf & Country Club, Malaysia.

Feb 2024 JJ-Lurgi lifts off with its 'Go Global' strategy, leveraging the company's extensive expertise to penetrate international markets beyond its stronghold in South East Asia. Under the leadership of CEO Martin Overgaard Hansen, JJ-Lurgi is on track to achieve its growth aspirations through strategic initiatives and a steadfast commitment to excellence.

Speaking on the occasion of JJ-Lurgi's 32nd anniversary, Mr Hansen said, "Innovation and strategic foresight are key pillars of our global strategy. By embracing challenges head-on, we strengthen our capabilities and position ourselves as industry leaders in every market we enter."



From left: Bhavesh Pingle, Fernando Longo and Dirk Heinrich.

### Strategic & Sustainable

Anticipating the complexities inherent in global expansion, JJ-Lurgi has implemented robust strategic measures as a proactive approach, viewing challenges as catalysts for growth and development.

The business has on-boarded Fernando Longo, Dirk Heinrich and Bhavesh Pingle to its expansion team to spearhead the global strategy across South Asia and the Middle East & Africa (MEA), Latin America and Europe. This is in addition to training programmes for Regional Sales Directors and ongoing efforts to refine regional strategies.

At the same time, central to JJ-Lurgi's global trajectory is its dedication to innovation and sustainability. By pioneering value-added solutions and safeguarding intellectual property, the company remains at the forefront of technological advancements in the engineering sector.

## BUSINESS

### ISO Testaments to Excellence

In a testament to its commitment to excellence, JJ-Lurgi Engineering in Indonesia has achieved dual ISO certifications: ISO 37001:2016 for Anti-Bribery Management System and ISO 9001:2015 for Quality Management System.

This achievement not only highlights JJ-Lurgi's adherence to international standards but also positions it as a leader in ethical governance and quality assurance within the Indonesian engineering landscape.

Moreover, the attainment of these certifications ahead of schedule reflects the dedication and expertise of the local team, which will be further expanded to include more subsidiaries, starting with JJ-Lurgi's headquarters in Malaysia.

### Looking Ahead

As JJ-Lurgi embarks on its next phase of global expansion, Mr Hansen is confident in the team's ability to navigate challenges and capitalise on emerging opportunities.



Martin Overgaard Hansen, CEO of JJ-Lurgi, raises a toast to his team during the celebratory dinner.

JJ-Lurgi's strategic foresight, commitment to innovation, and recent ISO accolades underscore its readiness to achieve new heights in the global engineering landscape.

# Creating Firsts

## Cables International moves onshore with Singapore's Tuas Water Reclamation Plant project

By Johnson Soh, Singapore



Credit: PUB, Singapore

**Jan 2024** Cables International has been contracted to supply insulating systems for the cables and tubes in power, data, HVAC, water treatment, and ancillary installations for the new Tuas Water Reclamation Plant (TWRP) in Singapore.

As the plant is a highly corrosive environment for traditional cable support systems, Cables International will be using UNEX, an in-house formulated thermoplastic that does not require any maintenance and has been tested to last the lifetime of similar treatment plants.

A key component of Singapore's deep tunnel sewerage system, TWRP aims to be the first integrated used-water and solid waste treatment facility that will be fully energy self-sufficient when it is ready in 2026.

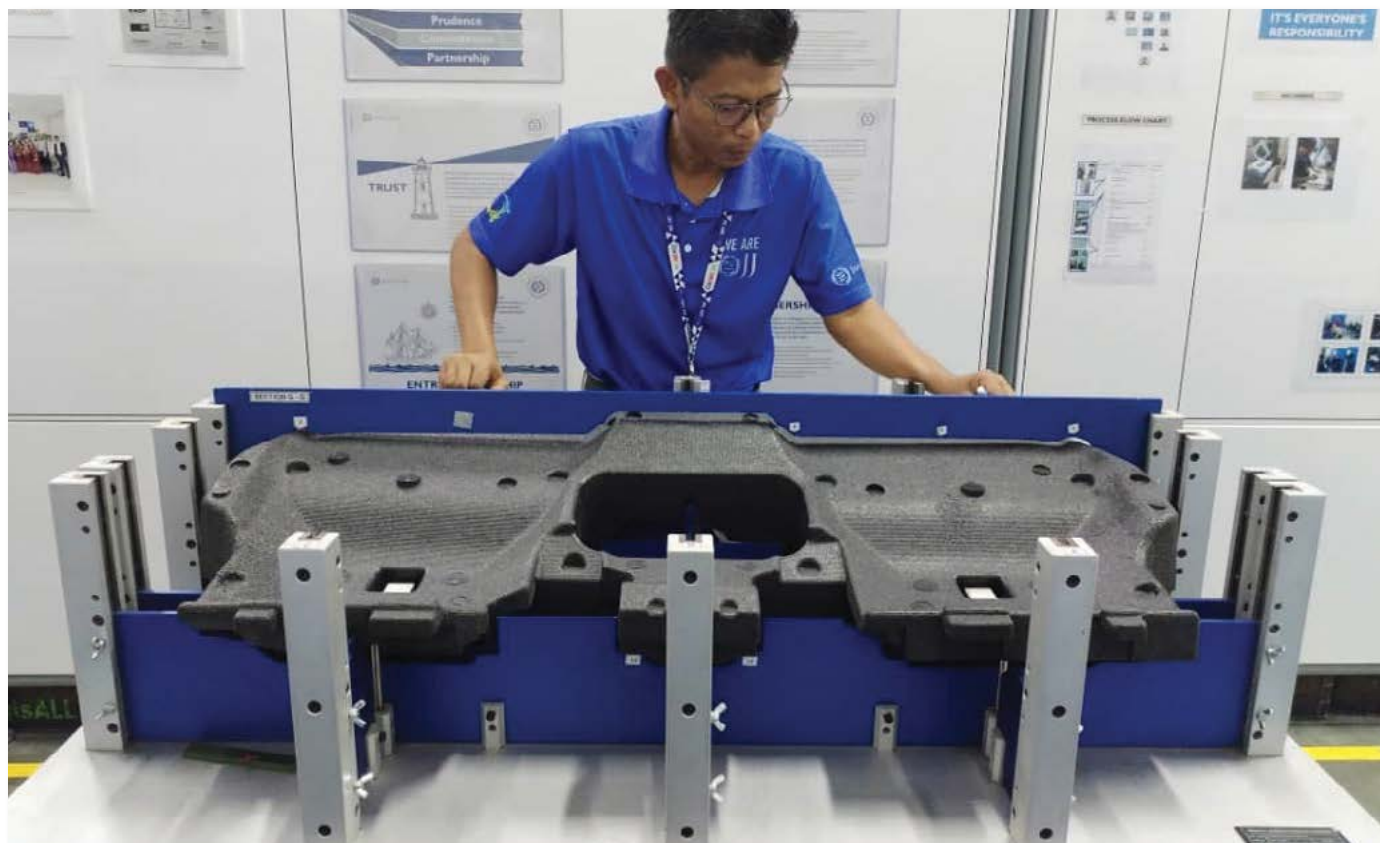
This marks Cables International's first major onshore infrastructure project, with the intention of using the UNEX solution in more waterworks projects across the region.

## BUSINESS

# Accelerating Growth

Jebsen & Jessen Packaging Malaysia conquers the automotive and aviation industries with an expanded portfolio

By Yee Hui Hui, Malaysia



Jebsen & Jessen Packaging inspects every car seat with a customised jig to ensure all quality standards are met.

Jan 2024 Jebsen & Jessen Packaging in Malaysia has broadened its product portfolio beyond traditional packaging solutions to include moulded foam components for car and airplane seats.

Leveraging its expertise in manufacturing customised precision components, the regional business unit now supplies protective cushioning and encapsulation solutions to the automotive and aviation industries.

### The Automotive Revolution

Jebsen & Jessen Packaging's foray into the automotive industry is a decade in the making. Starting slowly but surely with smaller components, the Packaging team has accumulated a wealth of industry knowledge, including the importance of quality assurance and precision fits. This has enabled them to make a breakthrough with car seats!

Featuring a wire frame integrated with EPP (expanded polypropylene) encapsulation, Jebsen & Jessen Packaging's innovative car seat design provides an anti-submarine effect, protecting passengers from impact with the metal base under the seat belt during collisions. Notably, it has earned a top five-star safety rating from the New Car Assessment Programme (NCAP).

In addition to enhancing safety and comfort, the car seat is also over 10% lighter than others in the market, enhancing fuel efficiency and acceleration through improved power-to-weight ratios.

This is the result of a tireless dedication to innovation, as the team navigated the New Product Development and Introduction journey from capability studies and tooling fabrication to prototype approval and mass production. There are also stringent quality controls in place, with high-precision fitting jigs used in in-house inspections.

### The Aviation Leap

Jebsen & Jessen Packaging's new aircraft seats feature lightweight foam cores, which contribute to reduced fuel consumption, lower carbon emissions and environmental sustainability goals.

These seats are manufactured at Jebsen & Jessen Packaging's cutting-edge production facility that applies Formula 1 engineering principles, enhancing value in aircraft seating.

These innovations and more speak volumes of Jebsen & Jessen Packaging's dedication to quality and innovation. From pioneering packaging foam to advancing automotive and aerospace components, it is keeping the Mackerel spirit alive!

## BUSINESS

# Bringing Malt to South East Asia

Jebsen & Jessen Ingredients partners with AB Food & Beverages, Thailand to extend malt distribution

By Pierre Courso, Thailand

May 2024 Jebsen & Jessen Ingredients has entered a strategic partnership with AB Food & Beverages (Thailand) (ABFT), a subsidiary of Associated British Foods Plc, to expand the distribution of malt products across South East Asia.

This collaboration makes Jebsen & Jessen Ingredients the primary distributor of ABFT's malt products in Thailand, Singapore, Malaysia, Vietnam, Indonesia, and the Philippines. It also allows ABFT to offer its high-quality malt products to food and beverage manufacturers in the region for the first time.

"We're seeing rapid traction and strong interest in ABFT's malt products, with initial orders already secured. We expect to see continued strong demand across the market for these ingredients to meet the evolving tastes of South East Asian consumers," said Ratana Vongmukdaporn, Regional Business Line Head – Food and Pharmaceutical & Personal Care, Jebsen & Jessen Ingredients.

In addition to feeding the regional sector, Jebsen & Jessen Ingredients' expanded malt portfolio will also facilitate the development of new formulations and ingredient applications at its Regional Innovation Labs.



Bringing back malt magic – partnering to deliver exceptional malt for beverages and beyond.

# A Greener Supply Chain

MHE powers Malaysia's first green-certified logistics hub

By Mei Huang Loh, Malaysia



MHE Blue Giant dock levellers have been delivering unmatched durability and performance across diverse industries since 1989.



From left: Anandan Thangasamy (Regional Product Manager) and Ernest Kwa (Sales Manager) after the contract signing ceremony.

May 2024 MHE, the material handling division of Jebsen & Jessen Technology, has secured a significant project from IJM Construction Sdn Bhd for the supply of 249 dock levellers and 85 chequered plate covers. This contract is part of IJM's development of the Shah Alam International Logistics Hub (SAILH), a groundbreaking logistics facility in Malaysia owned by Global Vision Logistics Sdn Bhd (GVL). SAILH is touted as ASEAN's largest green-certified logistics hub and is slated to enhance the country's logistics competitiveness.

Jebsen & Jessen Group prides itself as a leading supplier of MHE dock levellers in the region, with a robust track record of over 20,000 installations across diverse sectors including data centres, logistics hubs, and retail. MHE products are recognised for their quality, reliability, and innovative features, supporting efficient loading and unloading operations across various industries.

This contract marks another milestone in Jebsen & Jessen's partnership with IJM, which includes iconic projects like UOB Tower and HSBC Headquarters at TRX.

BUSINESS

# Faster Product Delivery

GMA Garnet opens new Malaysian distribution hub to meet rising demand across Asia Pacific

By Julie Lynton, Australia



Scan to watch  
the full video:



From mine to customer: GMA Garnet's first shipment to Malaysia distribution hub.

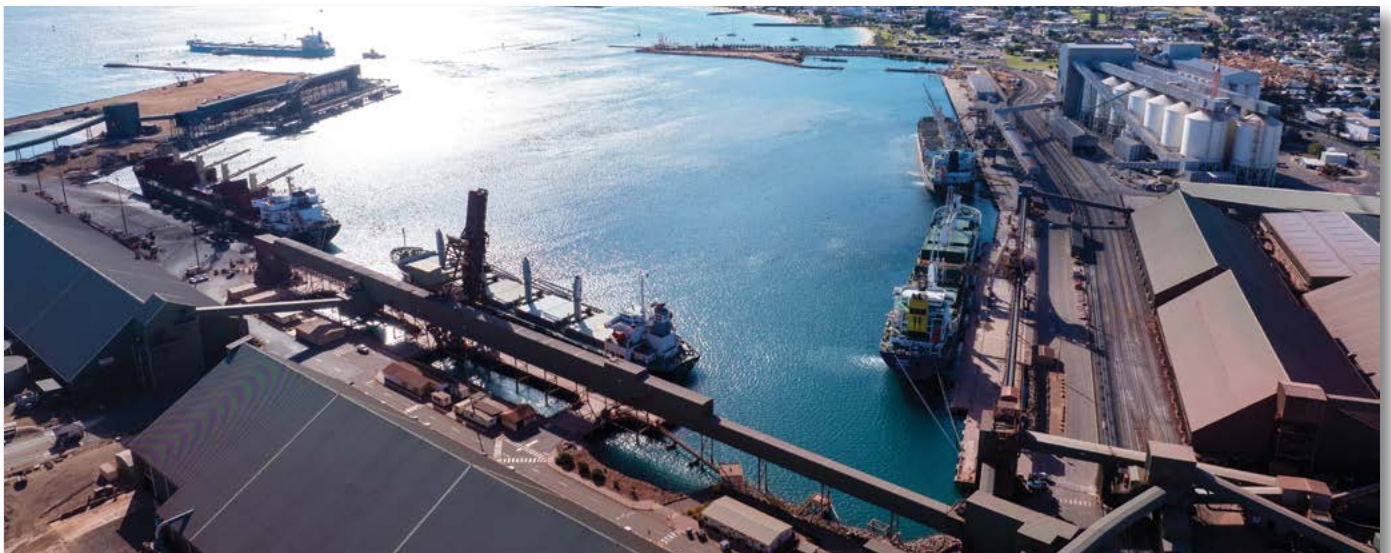
Jun 2024 GMA Garnet Group, now a regional business unit of Jebsen & Jessen Group, has launched a new distribution hub in Port Klang, Malaysia. This marks a strategic move to bolster service and ensure prompt product delivery across Asia Pacific.

With over 40 years of leadership in industrial garnet abrasives, GMA continuously enhances its offerings from its Port Gregory, Western Australia mine to global projects. The expansion strengthens GMA's distribution capabilities in Asia, supporting customer needs efficiently.

Grant Cox, CEO of GMA Garnet Group, highlighted the hub's significance: "Our new Malaysia distribution hub enhances our supply chain, underscoring our commitment to meeting Asia Pacific's growing demands efficiently and reliably."

Flynn Cowan, General Manager of International Sales & Marketing, reinforced GMA's focus on customer satisfaction, superior garnet quality, and industry-leading quality control processes within the new hub, saying, "Our new, fully stocked facility will ensure excellent service and fast shipping for our Asia Pacific customers."

Inaugurated in June with its first shipment from Western Australia, the hub is set to commence full-scale operations, ensuring rigorous quality assurance and swift customer deliveries as it continues to grow in the region.



GMA Garnet ship leaves Geraldton, Western Australia Port on its way to new hub in Port Klang.



## EVENT

# Recipes for Success

Jebsen & Jessen Ingredients builds thought leadership in the region through expert sharing sessions

By Surassawadee Krittanachai, Thailand



A participant actively engaging in the Q&A session with the speakers during the EUDRAGIT® Workshop.

### Building on 70 Years of Success

In May, Jebsen & Jessen Ingredients' Pharma & Personal Care Department in Thailand joined hands with Evonik Industries to co-organise the EUDRAGIT® Workshop. Held at the Faculty of Pharmacy, Mahidol University, the event celebrated EUDRAGIT®'s 70-year legacy in pharmaceutical innovation in the company of close to 50 industry participants.

They benefited from insightful expert presentations, hands-on training sessions, and valuable discussions on pharmaceutical formulations and targeted drug delivery solutions.



Our lab technical sales team demonstrating product prototypes at the Dental Care Solutions Roadshow in Bangkok.

### Innovating & Formulating Dental Care

Jebsen & Jessen Ingredients has kicked off regional roadshows that showcase its technical lab support for formulating dental care product prototypes! Early runs in Thailand and Vietnam saw active participation and high interest from customers.

In Vietnam, participants benefited from knowledge sharing by technical lab experts from Jebsen & Jessen's Personal Care Innovation Centre as well as K. Paiput Ratnapradipa, Technical Service Manager from Evonik Industries.

The roadshows are expected to reach Indonesia and Malaysia in the coming months.

### Going Beyond Skin Deep

In Indonesia, the Pharma & Personal Care team captivated attendees at Indonesia Cosmetic Ingredients (ICI), held in May at the Jakarta International Expo. The team presented the latest innovations in skincare and oral care ingredients, which combine cutting-edge technology with natural elements, to a global audience of industry leaders, innovators, and trade enthusiasts. Jebsen & Jessen Ingredients' booth attracted a steady stream of attendees and featured interactive activities like the Spin the Wheel.

### Mastering Microbiology

In May, Jebsen & Jessen Ingredients hosted a seminar titled "Microbiology: Probiotics and Related Applications" at the Faculty of Agriculture, Kasetsart University in Thailand. The seminar featured in-depth presentations by Assoc. Prof. Dr. Wiriya Loongyai, on topics such as the principles of microbiology, probiotic manufacturing processes, and the use of probiotics in animal feeding. Participants also had the opportunity to visit the molecular biology and microbiology lab.

The well-attended seminar was an excellent opportunity for our feed, food, and personal care sales teams to update their knowledge and enhance their understanding of microbiology for product applications in their portfolio.



Customers engaging in hands-on testing of products during the BioNest Sun Care seminar.

### Advancing Sun Care

In Vietnam, Jebsen & Jessen Ingredients successfully held a BioNest seminar titled "Beyond SPF: Maximising Sunscreen Potential with Active Skin Care Ingredients" in July. The event welcomed close to 60 participants from the skincare, home care, and pharma care sectors, who were interested to learn more about UVA and UVB protection strategies for skincare. In addition to learning from BioNest representatives, participants also went hands-on with sample formulations as they explored sun care solutions together.

## EVENT

# Regional Round-up

## JJ-LAPP leads industry outreach and customer engagement efforts across South East Asia

By Samantha Ling, Malaysia

### Building Connectivity in Indonesia

JJ-LAPP had a busy event calendar in the first quarter of 2024. The team kicked off a year-long roadshow series with an inaugural session, 'Embracing Connectivity Transition with JJ-LAPP'. Held in Bandung this February, over 50 industry leaders gathered for insightful presentations on the adoption of Industrial Internet of Things (IIoT), Big Data, and Artificial Intelligence (AI).

JJ-LAPP also collaborated with Phoenix Contact to co-host the "Innovate & Electrify: Shaping the Future of Automation" event in February to provide a platform for networking with customers and discussion on the latest trends in automation.

By March, the team was onsite at Solartech, ASEAN's largest solar power and PV technologies trade exhibition, showcasing cutting-edge solutions including residential smart PV solutions, the Huawei Certified Installer Programme, and battery energy storage systems.



PT JJ-LAPP Cable Indonesia exhibiting at Solar Tech Indonesia.



JJ-LAPP Malaysia is honoured to collaborate with SHRDC on the launch of their Centre of Excellence (COE), marking a significant milestone in our shared journey towards innovation and growth.

### Marketing Marathon in Malaysia

JJ-LAPP and Phoenix Contact joined hands in May to engage customers from the OEM and machine makers industry. The event was an exciting new product showcase designed to raise awareness of the partners' latest products and solution offerings.

The same month, the Selangor Human Resource Development Centre (SHRDC) launched its Centre of Excellence for Clean Energy in partnership with JJ-LAPP and Huawei. The milestone event, attended by Y.A.B. Dato' Menteri Besar Selangor Dato' Seri Amirudin Shari, marked a significant step towards sustainable development as the centre aims to provide training and resources, as well as act as a knowledge resource, to local businesses and individuals interested in the clean energy sector.

## EVENT



JJ-LAPP Philippines proudly participated as an exhibitor at Solar and Storage Live Philippines, showcasing our commitment to advancing solar energy solutions.

### Seeking Solar in the Philippines

JJ-LAPP participated in the Solar and Storage Live Philippines Exhibition in May, partnering Clenergy and Huawei to grow brand awareness and raise visibility of its solar energy solutions. The team successfully engaged solar farm owners and operators, large energy users, property owners and developers, building contractors, engineering firms, investors and financiers, as well as local distributors and resellers at the tradeshow.

### Let the Sun Pay in Singapore

JJ-LAPP, Huawei and FOMO collaborated to showcase solar solutions at a roadshow in April, engaging home owners of landed residential properties in Singapore with residential solar energy solutions.

The team also presented battery energy storage systems (BESS) at the Huawei AI Lab in Singapore. The workshop helped participants

discover the technology behind storing renewables such as solar or wind, as electrical energy in batteries for later use. This mitigates the variability and unpredictability associated with sources like wind and solar, and makes it easier for companies to incorporate renewables into their energy mix.



JJ-LAPP Vietnam exhibiting at Vietbuild Danang 2024.

### Innovating with Vietnam

In May, JJ-LAPP organised a joint workshop with Weidmuller and Rittal to introduce its products and solutions to customers, and offer them the opportunity to consult with industry experts. The team also co-organised a seminar, "Holistic Solutions to Achieve Your Decarbonisation Target", with EuroCham and Becis that specifically addressed common barriers that companies face in accessing carbon reduction and green certification solutions.

In addition, JJ-LAPP was present at Vietbuild Danang 2024, working with Huawei to grow brand awareness and source for potential new customers from a trade delegation comprising construction, real estate, interior design, engineering, contractor and built industry professionals.



JJ-LAPP Singapore partnered with Huawei to conduct a workshop on Battery Energy Storage Systems (BESS) at the Huawei AI Lab in Singapore.

## INNOVATION

# A Formula for Innovation

## Jebsen & Jessen Ingredients launches new Regional Performance Chemicals Application Centre

By Pierre Courso, Thailand



May 2024 Jebsen & Jessen Ingredients proudly announces the inauguration of its state-of-the-art Regional Performance Chemicals Application Centre in Bangkok, Thailand. The facility is dedicated to advancing enzyme applications for diverse sectors including food processing, sweetener production, ethanol refining, and more.

The centre specialises in tailoring processes to meet the evolving demands of the regional market. Key applications include enhancing flavours in fish sauce, optimising fish protein extraction, converting chicken feathers and other by-products into valuable protein extracts, and supporting collagen production for the health and beauty industry.

Additionally, the lab innovates in plant-based proteins for vegan and vegetarian foods, and tests nutritious enzymes to enhance pet food palatability.



The lab is equipped with the latest technology for enzyme testing and development.

For starch hydrolysis, the lab focuses on developing functional and specialty sweeteners for the food and beverage industry, while enhancing efficiency and productivity in ethanol production. Located in central Bangkok, the centre's advanced enzyme capabilities facilitate rapid prototyping and agile adaptation to customer needs.

Partnering with industry leaders like IFF, the lab enhances enzyme efficiency, enabling faster and more flexible product development. This collaboration strengthens client partnerships through customized services tailored to specific market requirements.



Hands-on innovation as enzyme solutions are prepared for testing at our Bangkok facility.

Fajar Prasetyo, former Performance Chemicals Regional Portfolio Manager and current Country Manager for Jebsen & Jessen Ingredients Philippines, expressed enthusiasm: "This breakthrough accelerates enzyme business development in the region, perfectly aligning with our strategic objectives. The Performance Chemicals team is poised to benefit significantly from this new tech hub."

The Regional Performance Chemicals Application Centre underscores Jebsen & Jessen Ingredients' commitment to innovation and customer-centric solutions, reinforcing its position as a leader in enzyme applications in and beyond South East Asia.

Jebsen & Jessen Ingredients currently has five product development labs in Bangkok, Thailand, providing customers and technology partners with a launchpad to develop next-generation products for the South East Asian and Chinese markets.

PEOPLE

# Senior Management Changes

The Group announces four key personnel appointments and promotions

By Marcus Lye, Malaysia and Stephanie Ong, Singapore

**Selvanandaraj Tomaraja**  
Group ICT Director  
Jebesen & Jessen Group, Singapore

Feb 2024 Please welcome Selvanandaraj, who joins us as Group ICT Director. He takes over the role from Chris Tan, who will be retiring this year. Selvan has close to two decades of experience and was most recently the Chief Information Officer, APAC at Prysmian Group. Before that, he led global IT transformation programmes for multinational companies such as Infineon, Heineken, Panasonic, Mettler Toledo, and Amkor Technologies. He is experienced in Corporate IT, ERP and Data Management, middleware technologies, Enterprise Information Management, and Customer Relationship technologies.



**Kay Khoo Khoo**  
General Manager  
Jebesen & Jessen Technology  
- Turf & Irrigation,  
Singapore



**Sarina Shafiee**  
General Manager  
Jebesen & Jessen Technology  
- Turf & Irrigation,  
Malaysia

Apr 2024 We are delighted to announce that Sarina Shafiee and Kay Khoo (KK) Khoo have taken on the role of General Manager for our Turf & Irrigation Division in Malaysia and Singapore respectively.

Sabrina brings a wealth of experience and expertise to her new position, having had previous management roles within the turf & irrigation and automotive industries. Her track record of driving customer satisfaction, improving product quality, and maintaining a competitive edge made her the ideal candidate for this role.

KK is a seasoned management professional and was formerly General Manager at Amcor in Singapore, Managing Director at A.Schulman, a LyondellBasell company in Malaysia as well as Regional Business Director for Teknor Apex in Singapore and China. He has pursued excellence and innovation in all his management roles and we are confident he will continue to do so in this new role.

**Burton Chua**  
Director, IP Serial Products and Rental APAC  
Jebesen & Jessen Group, Singapore

Apr 2024 Burton has joined the Group as Regional Product Director to manage our Serial Product Portfolio and rental business. He will further oversee the frontlines in Thailand and parts of Indonesia and take on responsibility for driving ISO certifications within the Group.

Burton worked his way up from technical roles such as a design engineer to management roles such as Managing Director and Global Project Manager. He holds a Bachelor of Science in Electronics & Communications Engineering from De La Salle University in Manila, Philippines, where he was also a part-time lecturer before moving to Singapore in 2000.



## PEOPLE

# Remembering Heine Askaer-Jensen

A tribute to the longest-serving Jebsen & Jessen Executive Board member

By Heinrich Jessen, Singapore

**Jul 2024** Heine Askaer-Jensen has passed away after a long and valiantly-fought battle with cancer. The longest-serving Executive Board member in Jebsen & Jessen's history, Heine Askaer was among the leaders who have done the most to shape our Group and the way we operate. Even those employed after 2011, the year he retired, would have heard of him and his extraordinary contributions.

As a young auditor in Denmark, Heine Askaer came to South East Asia in 1979 at the behest of our founding chairman A.P. Jessen. This marked the start of his illustrious 32-year career with the Group, during which he laid roots in the region.

He will be remembered for his incredible work ethic, meticulous attention to detail and unwavering commitment to honesty and transparency, but also for his perpetual smile, positivity and warm-hearted generosity.



## In Memoriam

The Group is saddened by loss of three treasured colleagues



**Wandee Sangvipak**  
Shipping Assistant  
Jebsen & Jessen,  
Thailand

By Supawida Chumkum, Thailand

**Feb 2024** With heavy hearts, we announce that Wandee Sangvipak (Tik) passed away on 28 February, succumbing to a sudden and severe bloodstream infection, at the age of 55.

Tik was a loyal employee of the Group for the past 29 years. She was cherished as a kind and supportive colleague who was always ready to lend a helping hand to anyone in need.

She will be dearly missed and remembered fondly by all who have had the opportunity to meet her.



**Ho Shee Hou**  
Assistant Production Supervisor  
Jebsen & Jessen Packaging,  
Malaysia

By Lau Ching Peng, Malaysia

**Mar 2024** It is with deep sorrow that we share the passing of our esteemed colleague, Ho Shee Hou. He succumbed to coronary atherosclerosis on 9 March. He last served as an Assistant Production Supervisor, having dedicated 28 years of his life to the Group.

He will be remembered as a friendly and helpful colleague. We extend our heartfelt condolences to his family and friends and hope he rests in eternal peace. May the memories of his kindness provide solace to us all.



**Abdul Manaff Mohd Noor**  
Assistant Production Supervisor  
Jebsen & Jessen Packaging,  
Malaysia

By Noor Atikah Ain, Malaysia

**Mar 2024** It is with profound sadness that we share the news of the passing of our dear colleague, Abdul Manaff. At 55 years of age, Abdul Manaff peacefully left us on March 15, following complications related to diabetes and hypertension.

He joined the Nilai plant of Jebsen & Jessen Packaging in January 2018 and quickly became a valued member of the team. Throughout his time with us, Abdul Manaff radiated warmth and offered unwavering support to everyone on the team. Our deepest condolences go out to his family and friends.

## FAMILY ENTERPRISE

# Driven by Dreams

## Jebsen Motors wins 9th Porsche China Dealer of the Year Award

By Nikky Wang, China

Mar 2024 Jebsen Motors, a business line of sister company Jebsen Group, has proudly secured the prestigious "Porsche China Dealer of the Year" award for the ninth consecutive year, with Porsche Centre Hangzhou Westlake taking the title. The accolade, presented at the 2023 Porsche China Dealer Conference, underscores Jebsen Motors' exceptional strategic planning, brand loyalty, and operational excellence throughout the year.

Other Porsche Centres operated by Jebsen Motors also showcased exceptional prowess, with Porsche Centre Nanjing Jiangning claiming the top spot in the Le Mans segment, Porsche Centre Guangzhou Tianhe and Porsche Centre Shenzhen Longgang & Futian achieving second and third places respectively in the Nürburgring segment, and the newly opened Porsche Centre Haining recognised as the "Best New Dealer."



2023 Porsche China Dealer Conference in Singapore.

# A Joint Strategy Exercise

## Jebsen & Jessen Hamburg connects with Jebsen & Jessen Metals Canada to discuss new customs regulations

By Carlotta Westphal, Germany

Apr 2024 With new and complex anti-dumping customs regulations impacting Jebsen & Jessen Hamburg's businesses especially in the logistics sector, the sister company has taken the proactive approach of initiating a visit to Jebsen & Jessen Metals Canada.

CEO Fritz von der Schulenburg and CFO Ralf Schwarzhaupt made the trip to Toronto to meet up with colleagues at Jebsen & Jessen Metals Canada to jointly strategise around the issues that are currently reshaping the industry landscape.

During their brief but productive visit, they engaged in important discussions about how to navigate these regulatory challenges. They also seized the opportunity to explore potential business expansion with regional partners and visited clients from long-standing key accounts.

The visit was a success, blending strategic planning with valuable interpersonal connections.



## FEATURES

# Seeking Synergy

Jebsen & Jessen Packaging hosts its annual conference in Indonesia

By Angel Priscilla, Indonesia

Mar 2024 "Synergy! Synergy! Synergy!"

That was the resounding cheer from Jebsen & Jessen Packaging colleagues when asked, "Are you ready?"

The word 'synergy' perfectly encapsulated the essence of the Jebsen & Jessen Packaging Conference 2024, which brought together regional management and companies to share experiences and achievements.

This year's conference was particularly notable as it combined multiple functions, including Operational, Finance, and Human Resources, demonstrating true synergy within the regional business unit.



Participants of the Packaging Conference enjoyed a traditional Papua dance together.

### From Start to Finish

The journey began with participants touring an ITA factory to familiarise themselves with their operational processes, facilities, and products, which was particularly useful for new joiners.

Participants also attended conferences specific to their functions: Operations led by Regional Operations Director Tee Hor Chang, Finance by Linda Anthonius, and Human Resources by Chief HR Officer Olivia Chua.

After an intense four hours of focus, it was time for team-building! Participants were challenged to complete missions requiring physical strength, strategic thinking and teamwork.

The third and final day marked the highlight of the conference, with senior leaders delivering strategy and performance presentations alongside company managers.



From left: Chui Tau Siong (CEO, Jebsen & Jessen Packaging), Herman Ali (Founder of ITA) and Per Magnusson (Group CEO, Jebsen & Jessen) struck the gong together to symbolically mark the beginning of the Packaging Management Conference.



A group photo of the Packaging Management Conference participants wearing Batik, a traditional Indonesian outfit.

A new addition this year was the "Lesson Learnt" session, where representatives shared inspiring stories from previous years. The conference also saw the announcement of the winners of the annual 5S, Lean Manufacturing System, and System-Oriented Process competitions, which are part of the regional business unit's commitment to continuous improvement. They are:

- 5S: JJPM-SB
- LMS: ITA
- System Oriented: ITA

Three long but fulfilling days later, Jebsen & Jessen Packaging colleagues returned to their stations, fully energised and synergised!

### About Jebsen & Jessen Group

We are an industrial conglomerate with a diverse network of businesses spanning manufacturing, engineering, distribution and mining activities in ASEAN and beyond.

The six core business units - Cable Technology, Garnet, Ingredients, Life Sciences, Packaging and Technology - are present in fifteen countries and deliver through various locations across Australia, China, Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand, Vietnam, Brazil, Germany, India, United Arab Emirates, United States and Saudi Arabia. Our 21 manufacturing facilities are in Indonesia, Malaysia, Singapore, Vietnam and Australia. Our 3,500 people work as one to develop meaningful products and services for the 25,000 customers we serve.

Jebsen & Jessen Group forms part of a global family enterprise that dates back to a trading partnership formed in Hong Kong in 1895. Beyond the region we are closely connected to a network of sister companies in Europe and Greater China.

For more information, visit [www.jjsea.com](http://www.jjsea.com)