

fresh

TOP PENANG

FOOD & BEVERAGE

INDUSTRY

Looking for Farm-to-Table solutions in Penang?



Expand your business with **SMART** penang

The SME Market Advisory, Resource & Training (SMART) Centre is an initiative by the Penang State Government to be the point-of-contact for the small and medium enterprises (SMEs) in Penang.

WHAT WE DO :

- Facilitating all SMEs to expand their business through provision of online directory listing, business matching sessions and networking events.
- Organising capacity building workshops to enhance local SMEs' business management competencies.
- Linking SMEs with government agencies, e.g. MIDA, MATRADE, MIDF, SME Corp and other relevant authorities.
- Managing Penang SME Centre - an initiative by the Penang Government to nurture local SMEs.

SME ONLINE DIRECTORY (Registration is Free)

- Acting as the connection gateway for global companies to source for products and services available in Penang.
- Serving as a catalogue of products and services available for Penang SMEs.

STEPS TO REGISTER



Create a new account at
<https://investpenang.gov.my/registration/>



Login and submit
your company details
on SME Directory Tab



Receive an email
notification upon
successful registration



Why Penang

A STRATEGIC LOCATION

- Gateway to Southeast Asia
- Green zone - Disaster free
- Stable economic profile

WORK – LIVE – PLAY BALANCED

- Quality lifestyle & vibrant cultures/heritage city
 - a UNESCO World Heritage Site
- Malaysia's most liveable city
- Top-notched medical & educational services

SUCCESSFUL TRACK RECORD

- 50 years of industrial experience with robust supply chain
- Home to > 350 MNCs
- Ease of MNCs to expand & diverse in value added activities

CONDUCTIVE ECOSYSTEM

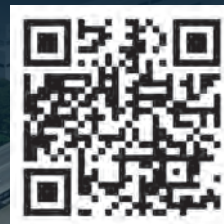
- Industry ready and innovative talent pool
- Competitive cost of doing business
- Strategic site for Industry 4.0, digital analytics, R&D, IC design, advance manufacturing, global supply chain management, engineering and knowledge-based solutions

ALL-ROUNDED STATE INITIATIVES

- SMART & Green Initiatives
- Digital & Connectivity Initiatives
- Infrastructure Development
- Talent initiatives

About InvestPenang

InvestPenang is the Penang State Government's principal agency for the promotion of investment. Its objectives are to develop and sustain Penang's economy by enhancing and continuously supporting business activities in the state through foreign and local investments, including spawning viable new growth centres. To realise its objectives, InvestPenang also runs initiatives like the SMART Penang Centre (providing assistance to SMEs) and Penang CAT Centre (for talent attraction and retention).



Invest-in-Penang Berhad

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f InvestPenang

in InvestPenang

Penang Halal International

About Us

Penang Halal International (PHI) (Reg No: 829043-W) is the state government agency responsible for the promotion of the Halal business ecosystem in the state of Penang in Malaysia.

Our Values

I	Integrity
H	Humility
A	Accountability
L	Leadership
A	Agility
L	Learning

PHI's Initiatives to Empower Entrepreneurs



Participation in Halal Events & Exhibitions



Halal Awareness Training & Seminar



Halal Business Dialogue



Engagement with agencies



Penang Halal International

Join us and be part of a PHI community. Register now and start enjoying many benefits that are designed to maximize your ownership experience!

	Platinum	Gold	Silver
Preferential rate booth setup for PHI Events and External Events	 External event (20%)	 External event (15%)	 External event (10%)
Free Listing on PHI e-directory			
Free Participation in all PHI Training Modules			
Free Newsletter subscription			
Priority booth invitation to			
Free mentorship opportunity with	 Industry leader	 Successful entrepreneur	
Priority invitation as official government delegation in official trade event			
	RM300/year	RM120/year	RM60/year

SCAN TO REGISTER



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farming



fresh

TOP PENANG

FOOD & BEVERAGE

INDUSTRY





Preface

PREFACE

Penang is undoubtedly one of the most developed and urbanised states in Malaysia. Located on the northwest coast of the Malaysian peninsula, it has always been supported by two major industries, namely electrical and electronics (E&E) manufacturing and tourism. Penang's food and beverage (F&B) industry, on the other hand, has gradually but steadily made a name for itself globally with its famous local delights from different races and cultures, winning many international accolades, and this "one of the islands that you must visit before you die" welcomed its first Michelin-starred eateries in 2022.

Penang today has it all, from fresh produce to local food chain supply and, ultimately, certified international food manufacturing companies. Thanks to its long history as an important trading port and strategic location in an area free of extreme weather and natural disaster threats. Five decades of manufacturing

excellence have not only laid a solid foundation for the E&E industry but have also contributed to development of F&B manufacturing. Hence, Penang will be looking into leveraging cutting-edge technologies and making inroads to transform traditional food manufacturing techniques towards achieving better operational efficiency. The Right Honourable Mr Chow Kon Yeow, Chief Minister of Penang, stated during his speech at the launch ceremony for the 50th Anniversary of Penang's Industrialisation that Penang's robust industrial ecosystem and active participation from both foreign and local companies have generated tremendous momentum and scale, resulting in immense potential that is ripe for the picking.

There is no denying that the food and beverage industries will be increasingly important moving forward, as we expect to face more climate change,

natural disasters, and unpredictable international conflicts. These harsh realities will definitely impact the food supply chain, resulting in a global food shortage. Unless we start understanding these threats and prepare for their impact, we will be on the losing side. Fresh-Top Penang Food & Beverage Industry is a timely project that showcases some of Penang's best F&B players, from farm to fork. As the Chief Minister has rightly put it, Penang is ripe for the picking, and investors should take advantage of the bright prospects.

In a nutshell, Penang has everything. The future of the F&B industries will greatly benefit from a location where technology meets hospitality. When it comes to visiting, living, studying, seeking medical care, and investing, Penang is the place to be.



DATO' CHNG HUCK THENG

FOUNDER & PRESIDENT, CHTNETWORK

Message

MESSAGE

Penang is well known for its culinary offerings. From international cuisines to Michelin-starred restaurants and outlets, gourmet food, hawkers' delight, and street food, Penang has it all - and both locals and tourists are frequently spoiled for choice when it comes to mealtimes or any time, for that matter!

This is our specialty, our strength, and a source of great pride for Penangites.

The food industry transcends borders for many reasons, and the ultimate goal of FREZH is to showcase Penang's phenomenal F&B landscape and promote top Penang F&B industry players to the world in food trade, manufacturing, food safety, technology,

export, tourism, and more. As we explore ways to promote the food industry, from being a part of the local food supply chain to establishing certified international food manufacturing companies, we hope to share our appreciation for home-grown produce supplied directly to customers through the Farm-to-Fork (F2F) approach, a system that emphasises quality local food products while encouraging environmental and economic sustainability.

All of this benefits not only the local economy but also creates new job opportunities. It has an undeniable impact on tourism, MICE, retail, and the service industries. As a result, the state of our economy is also closely intertwined

with the performance of our food and beverage industry.

Taking on the task of producing this industry coffee table book is both momentous and difficult, and I applaud Dato' Chng Huck Theng and his team at CHTNetwork for their dedication and enthusiasm in getting this important and meaningful project off the ground.





THE RIGHT HONOURABLE MR CHOW KON YEOW
THE CHIEF MINISTER OF PENANG

Message

MESSAGE

Penang has always been supported by two major industries, namely the Electrical & Electronics (E&E) Manufacturing and Tourism sectors. In recent years, the Penang F&B industry has been slowly but surely creating a name for itself on the international scene, from offering fresh produce to the world's award-winning dishes to being part of the local food chain supply and ultimately becoming certified international food manufacturing companies. In realising the Chief Minister's Penang 2030 master plan of "A Family-Focused Green and Smart State that inspires the Nation," the Penang F&B industry is an important force that contributes to the state's economy and vision.

Penang is an internationally acclaimed food paradise, and many established publications and well-known personalities have listed Penang as the food capital of the region. The recent inclusion of Penang in the inaugural Michelin Guide Malaysia 2023, which saw two restaurants receive the Michelin One Star Award and 17 others named in the 2023 Bib Gourmand List, recognised the best culinary talents and latest dining experiences in the state.

The birth of FREZH: Penang Top Food & Beverage Industry, the "first-of-its-kind" food-related industry book project for Penang, intends to showcase the entire chain of the food industry in Penang and, while it continues to appeal to

discerning gourmand travellers, it also hopes to entice potential customers to the locally produced food and beverage options that could be brought over into their respective countries, thus making Penang-made products available the world over.

Following our extraordinary times, I must congratulate YBhg Dato' Chng Huck Theng on his resilience and commitment to taking creative initiatives to help our beloved Penang state in rebuilding better and continuing to be a premier, sustainable, diverse, and smart tourism destination. Kudos to him and his team for a job well done.





THE HONOURABLE MR YEOH SOON HIN

PENANG STATE EXECUTIVE COUNCILLOR FOR TOURISM AND CREATIVE ECONOMY (PETACE)



Message

MESSAGE

I would like to express my congratulations to Dato' Chng Huck Theng and CHTNetwork for publishing the book entitled "FREZH - Top Penang Food & Beverage Industry."

Driven by both the manufacturing and service industries, Penang is the economic powerhouse of the country, buoyed by its robust ecosystem. While Penang is renowned for its status as the Silicon Valley of the East and the regional hub for the medical technology industry, the agricultural and food industries are firmly on the state's industrial development agenda.

With decades of industrialisation in its DNA, Penang has navigated numerous up and down cycles and emerged stronger from each. We are now in an exciting era where technological advancement will bring traditional

industries to greater heights. Underpinned by our engineering expertise and well-recognised automation and IoT capabilities, agritech and foodtech could be a natural extension of Penang's industry landscape moving forward. The increasing awareness of the importance of food security, unreliable yields due to climate change and high labour dependencies are among the key factors to push for revolution in agriculture production and food manufacturing.

In 2022, the state has laid out 13 focused themes to demonstrate Penang's forward-looking plans, one of which is titled "Food and Agriculture Industries: Leveraging on Disruptive Technologies."

While Penang is famous as the magnet for foreign direct investment in the

country, I am very pleased that the food manufacturing and agriculture industries in Penang are driven by local companies, some of which started their journey more than a century ago. The importance of these industries could not be neglected, as they formed the foundation for many micro-entrepreneurs to thrive and scale. Many of the internationally well-known brands, such as Ghee Hiang sesame oil, MyKuali instant noodles, Pak Ali pickles, Yusuf Taiyob dates, Hacks candies, Alagappa's spices among others, are in fact originated and Made in Penang.

I view Penang's agriculture and food industries as hidden gems with unlimited opportunities to be unlocked. I am hopeful that Penang can be a role model for the country to showcase the enabling role of technologies in propelling the agriculture and food industries.



DATO' SERI LEE KAH CHOON

SPECIAL INVESTMENT ADVISOR TO THE CHIEF MINISTER OF PENANG



food
processing



food production

INTRODUCTION

Malaysia has a rich, diverse society and is poised to become one of Asia's leading producers and processors of food. Malaysia, with a long history of excellence, is committed to developing the country's food industry for import substitution and export.

Malaysia's food industry includes, among other things, livestock and dairy products, fisheries, cereal and flour-based products, pepper and pepper products, chocolate and sugar confectionaries, fruits and vegetables, and palm oil-based products. Recognised as a modern Muslim nation, Malaysia is also well-positioned as an international halal food hub for the branding, processing, and marketing of halal foods to world Muslim populations.

A growing global population, increased food demand, and lifestyle changes are driving demand for convenience and health foods. Exports of processed food recorded a positive growth, indicating that Malaysian food products are becoming more popular in international markets.

FREZH - Top Penang F&B Industry aims to showcase and support the growth of the country's food production and processing sector, as Penang has it all, from providers of health and functional food, convenience food and food ingredients to food manufacturers, food technologies, F&B entrepreneurship, research and development, and much more.

Food and Agriculture Industries: The Way Forward

Contributed over 5% of the global semiconductor sales, Penang's manufacturing excellence in the Electrical and Electronics (E&E) industry is no stranger to all. The arrival of the pioneer investors to Penang in 1972 has sparked the development of a vibrant E&E ecosystem and anchored the state's position as a preferred location for multinational corporations. Above that, it is noteworthy to point that while Penang is recognised as one of the global E&E hubs, food industry is yet another thriving sector with limitless potential.

The history of food industry in Penang can be traced over 150 years ago, with homegrown brands playing vital roles in forming food industry clusters to stimulate the industry's growth and competitiveness. According to Malaysian Investment Development Authority (MIDA), Penang clocked in RM1 billion worth of investments in food manufacturing collectively over the past 10 years, with 89% of the said total contributed by domestic direct investments. In January to June 2022, investments from food manufacturing industry amounted to RM134 million and is wholly contributed by local companies.





digital agriculture



“...digital agriculture is one of the nine promoted sectors listed, together with digital services, digital cities, digital health, digital finance, digital trade, digital content, digital tourism and Islamic digital economy. ”



Housing over 70 companies in the food manufacturing sector, the players in Penang are ranging from livestock, dairy and animal feed, to fisheries and frozen food, cereal and flour-based products, chocolate and sugar confectionaries, pepper and pepper products, fruits, vegetables and health-based products, palm oil-based products and others. From serving only the domestic market, Penang is proud to witness an increasing number of homegrown brands that have grown to be internationally known. Importantly, the significant presence of domestic players in the industry is bringing positive spillovers in boosting the confidence of foreign players, nurturing micro enterprises and promoting women entrepreneurship.

Standing on the brink of a technological transformation buoyed by the fourth industrial revolution, Malaysia is advocating the use of technology in everyday life. Under MDEC's Malaysia Digital Investment Strategy published in 2022, digital agriculture is one of the nine promoted sectors listed, together with digital services, digital cities, digital health, digital finance, digital trade, digital content, digital tourism and Islamic digital economy. With the escalating pace of technological evolution, revolutionary changes to the traditional food industry are to be expected.

agri
culture



In line with the country's roadmap, Penang state government has firmly placed digital agriculture as one of the key focused areas. Penang is witnessing increasing innovative development in the food industry, namely foodtech and agritech. Penang's enabling environment, alongside its robust industrial ecosystem, will certainly accelerate technology adoption among the food industry players.

Specifically, Penang has been nurturing startups in the foodtech and agritech sectors to drive farming efficiencies and to ensure their sustainability. This includes the use of sensors, data analytic applications, water and waste management solutions, among others.

Given the growing role of technology and the increasing importance of sustainable food production, Penang strives to anchor its position in the food industry and capture the tremendous opportunities that are ripe for picking. With a deep-rooted tradition to excel, the state will bank on the active participation from both foreign and local companies in the food industry, and steer Penang towards greater heights.



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For more information, please visit
www.investpenang.gov.my

AROMATIC FLAVOURS & EXTRACTS SDN BHD

Since the British left their mark in Malaysia, Penang quickly rose to become Malaysia's earliest commercial trade centre due to its strategic location on the straits. In the early days, an influx of immigrants and labourers contributed to the island's economic rise, and as a result of these unique migration patterns, different cultures and traditions were imparted into the island resulting in a harmonious, multicultural exchange, a Penang character trait.

The Group was established by a family born and raised in Penang. The founders have over 40 years of tea and coffee industry experience, having met with estate farmers, owners, and growers from all over the world. Aromatic Flavours & Extracts Sdn Bhd, was founded in 2015 to reach out to more creators and entrepreneurs to promote coffee and tea.

Aromatic is one of Penang's most significant contributors in Malaysia. It has now expanded to four different countries and have already assisted numerous businesses in pursuing their passion for tea and coffee.

Tea: With over 500 types of tea available for selection from reputable estates in Argentina, Vietnam, Sri Lanka, Indonesia, Kenya, and Japan, the company ensures that its clients receive quality tea powder and the most premium hand-rolled tea leaves. Custom packaging services to meet the needs of their clients are also available.





Penang My Childhood
Ceylon Collection 2

Coffee: Green coffee beans are stored in warehouses at temperatures ranging from 20 to 24 degrees Celsius after being sourced from farmers all over the world, including Indonesia, Vietnam, Ethiopia, Guatemala, Tanzania, China, Papua New Guinea, El Salvador, Brazil, Costa Rica, Colombia, Honduras, Kenya, and Uganda. There are also roasting, packaging, and labelling services available.

Soluble Premixes: The company also provides instant premixes for Milk Tea, Matcha Latte, Coffee, Chocolate Drinks, Milk, and other novel beverages. Individual sachets to bulk packaging are available, allowing customers to create and innovate the perfect blend.

OUR VISION

“To be the respected and preferred one-stop solution for our manufacturer and entrepreneurs”

OUR MISSION

“To help creators find and launch the “perfect cup of tea and coffee” that suits their individual unique taste and market preference with their own branding”



Aromatic Queen Elsa Green
Silver Tea Collection 1

Workshop to find your tea is coming soon!

We are looking for business partners to expand this business concept to markets overseas.

Please contact: investors@aromaticflavours.com.my

For more information, please visit www.aromaticflavours.com.my



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CHEONG KIM CHUAN

Cheong Kim Chuan (CKC) started out with a single retail shop in 1937 on the steps to Kek Lok Si Temple in Ayer Itam, Penang. From a backyard operation in Ayer Itam to an industrial estate in Bayan Lepas, CKC has certainly come a long way.

Its factory is a certified HALAL and MESTI manufacturer, and its production facilities are designed to meet GMP and HACCP standards, a first for a Penang-based local product manufacturer. With six retail locations in Penang and a distribution office and warehouse in Kuala Lumpur, CKC is now a trusted brand in many countries around the world, including Malaysia, Singapore, Australia, Canada, New Zealand, and Hong Kong.

CKC is well-known for producing high-quality nutmeg products such as nutmeg medicated oils, nutmeg balm, preserved nutmeg fruits, nutmeg syrup, Tau Sar Pneath, rojak sauce, belacan, and a wide range of other traditional Malaysian local foods. The company's trademark "Golden Bell" logo represents its commitment to preserving local Penang food traditions and ensuring customer satisfaction with its products.

CKC's extensive product line is currently available on various online shopping platforms, in line with the company's efforts to keep its products affordable and easily accessible as it expands both locally and internationally while adhering to its motto, "Tradition At Its Best."



For more information, please visit www.ckc.com.my



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DAILY RECIPE INDUSTRIES (M) SDN BHD

Our Mission

“To bring instant enjoyment of quality coffee to the world”

Our Vision

“To become the most popular premium quality coffee brand in the coffee market”



Daily Recipe Industries (M) Sdn Bhd, through its flagship brand, COFFEE TREE, manufactures instant, pre-mixed beverages ranging from coffee to cocoa and tea to milk tea, with a wide variety of flavours available in each product category.

Since its inception in 2002, Daily Recipe has been constantly refining its product offerings while prioritising quality and equality in the trade. Both the company and the brand have earned an excellent reputation in recent years for their ongoing efforts to improve, develop, and introduce new product lines in order to remain appealing to their target customers.

As an ISO 22000, HACCP, GMP, and Halal-certified company, Daily Recipe is dedicated to ensuring the quality of its manufacturing processes while championing the company ethos of 'Quality,

Innovative, Authentic, and Enjoyment'. Customers can be assured that the more than 60 products bearing the Coffee Tree brand name are of high quality and value. The Coffee Tree GOLD BLEND Penang White Coffee, one of its signature products, is a must-buy for visitors to Penang. It is a popular choice among coffee drinkers because it is smooth, rich, and aromatic.

The company's products are exported to Singapore, China, Brunei, Vietnam, Indonesia, Macau, and Australia, and its global distribution network is expected to expand.

For more information, please visit www.coffeetree.com.my



2060 – 2061 Jalan Persekutuan, Permatang Tinggi Light Industrial Park, 14000 Seberang Perai Tengah, Penang, Malaysia.



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EAGLE & PAGODA BRAND TECK AUN MEDICAL FACTORY SDN BHD



DATO' OON PAIK CHOO
CHAIRMAN

Eagle & Pagoda Brand Teck Aun Medical Factory Sdn Bhd, a leading manufacturer of Chinese traditional herbal medicine in Malaysia, was established in 1936. It manufactures "Teck Aun Chi Kit Pills", which are popular throughout Southeast Asia for its effectiveness in relieving stomach ache, diarrhoea, vomiting, indigestion, and motion sickness.

"Teck Aun Herbal Pills", a well-researched and formulated herbal product, is an excellent remedy for relieving fever and "heatiness" in the body. In 1992, "Teck Aun Chi Kit Pills" and "Teck Aun Herbal Pills" were both awarded the registered numbers for traditional herbal medicine, MAL 19950914T and MAL 19950915T, respectively.





After more than 80 years in business, Teck Aun Medical Factory's products have a strong following among Malaysians and consumers worldwide, reinforcing the company's commitment to producing quality herbal products in accordance with GMP (Good Manufacturing Practice) standards. Teck Aun Medical Factory is also proud to contribute to the medical well-being of its customers.

In 2011, it was named one of Malaysia's 25 time-honoured brand products and it won the Malaysia Health Care Brand Award in 2017.

The company's vision is to be a global healthcare pioneer in integrative healthcare with a primary focus on traditional Chinese medicine, while also conducting ongoing research and development of contemporary herbal formulation products and marketing them at an affordable price.



For more information, please visit www.teckaun.com



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EASY PACK MACHINERY SDN BHD



Easy Pack Machinery Sdn Bhd was established in 1991 by Mr Yeoh Chee Min, the company's managing director. The company began as a provider of manual machines and progressed to semi-automatic and fully automatic machines before becoming the keystone machinery solutions provider for the local and global food and beverage (F&B) industries. Today, the company specialises in turnkey projects that include designing, customising, supplying, procuring, and integrating various machines across packaging and processing solutions for the F&B industry.



Easy Pack Machinery Sdn Bhd is proud to employ Malaysian university undergraduates and postgraduates with Mechanical and Electrical Engineering degrees in order to provide employment opportunities for the highly qualified talent pool of local graduates. Aside from design capabilities, the company's ability to service their customers' niche customisation needs stems from its in-house manufacturing arm, which is equipped with high-tech machining equipment and a highly skilled workforce.

In 2022, the company began collaborating with government agencies such as MiGHT and SIRIM to boost productivity and entrepreneurship, elevating Malaysia's food sector to



a globally competitive level. Mr Goh Toh Sin, general manager of Easy Pack Machinery Sdn Bhd, led these strategic partnerships in two ways: first, by bridging F&B manufacturers' demands with highly qualified academic talent from UiTM to solve technical problems in the F&B sector, and second, by connecting MiGHT and SIRIM with SMEs in order to help them gain efficiency and scale. These initiatives not only help to elevate the local food industry and improve food quality, but they also provide opportunities for talented young graduates.

For more information, please visit www.easypack.com.my



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FEDERAL OATS MILLS SDN BHD

Federal Oats Mills, Southeast Asia's largest oat mill, processes raw oats into various types of oat products, such as oat flakes, oat bran, kilned dried dehulled oats and oat flour. The company is the brand owner of Captain®, a popular breakfast cereal brand in over 30 countries worldwide.

Founded in 1965 by the late Mr Chew Choo Han, who grew the company from humble beginnings as a biscuit manufacturing and grain milling company into a successful business empire, Captain Oats soon became one of Malaysia's first homegrown brands to venture overseas.

Today, Mr Michael Chew, who is equally passionate about the modest oat grain, continues to expand the global reach of Captain Oats while carrying on his late grandfather's mission of improving the health and wellbeing of families around the world.

Federal Oats Mills also provides contract packing for private labels and supplies oat-based products to meet the needs of its customers; oat is now an important ingredient found across the food and beverage categories. In recent years, oats has found its way into many plant-based beverages and meats, taking oats into new product categories.





MR MICHAEL CHEW
DEPUTY MANAGING DIRECTOR

Federal Oats Mills' new manufacturing site, located at Penang Science Park, is built on 6.7 acres of land with a gross floor area of 251,306 sq. ft. It is equipped with the latest oat milling technology, and the ability to scale its business rapidly to meet future demand. Federal Oats Mills is certified by internationally accredited food safety and quality standards such as FSSC 22000, ISO 22000, HACCP, and JAKIM Halal. These global quality standards allow Federal Oats Mills to expand into new markets and achieve its vision to be the preferred oatmeal brand across all generations.

For more information, please visit www.mycaptainoats.com



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FUCIPHAGUS AGRITECH SDN BHD

Fuciphagus Agritech Sdn Bhd (FASB), a Malaysian biotech company with BioNexus status, was established in 2006. FASB has been involved in premium foods for the past ten years, including edible bird nest (EBN) farming, processing, OEM manufacturing, and biotech R&D. FASB is also a CNCA/MOH/DVS-certified EBN product processing facility which manufactures and markets three distinct brands - Yan Wo Wang, Yan Yu Jia Ren, and SA Plus.

The company uses biotechnology to develop automated production systems for new EBN products. Using in-house patented biotechnology,

such as nanobiomaterials processing and advanced biotic material printing technology, this process successfully standardised the sialic acid content in edible bird nests, transforming a traditional product into a new, higher-quality product category. This contributes to the company's expansion of its product range to the new frontiers of health supplement, cosmeceutical, and pharmaceutical product development, as evidenced by the company's achievement of the 2017 Malaysia Bioeconomy Development Excellence Award and the acquisition of invention patent rights in the United States and China in 2020, in the Malaysia in 2021.



MR MOH CHEE HONG
CEO





In year 2021, company has completed the angel round crowdfunding with RM1,000,000 invested and is also expanding its global market reach to include Singapore, Taiwan, Japan, China, Hong Kong, and other countries.

FASB intends to collaborate with universities, government agencies, and other organisations to raise awareness of the importance of sialic acid in our daily lives while also continuing to develop products that benefit consumers worldwide.

OUR VISION

“ Become a world-class supplier of bird’s nests with advanced technology and scientific proof within five years ”

OUR SERVICES

- Edible bird nest (EBN) farming
- Edible bird nest (EBN) processing
- OEM manufacturing
- Biotech R&D

OUR MISSION

“ To revolutionise tradition and embrace new technology so that everyone can enjoy great nutritious bird’s nest product with peace of mind ”



For more information, please visit www.fuciphagus.com | www.yanwowang.com



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marketing02@yanwowang.com

GHEE HIANG MANUFACTURING CO SDN BHD

Ghee Hiang has a rich history in Penang, dating back to 1856, making it one of the oldest food manufacturers in Malaysia. Having played an important part of Penang's heritage since then, Ghee Hiang today is renowned both locally and internationally for its handmade traditional Fujian Chinese pastries, coffee, and high-quality pure sesame oil.

During the tin mining and rubber industry booms in then-Malaya, a pastry maker named Teng from Fujian, China, arrived in Penang, set up shop, and named it Ghee Hiang, after a pastry shop in China, thus marking the beginning of Ghee Hiang's traditional pastries in Penang. Teng ensured that each golden-baked flaky pastry was lovingly handmade and baked to perfection using traditional Fujian pastry recipes and time-honoured biscuit-making techniques.

Ghee Hiang Baby Brand Pure Sesame Oil was introduced in the 1930s, also using methods and techniques learned in Fujian, China. Through years of further refinement and quality seed selection, Ghee Hiang Baby Brand Sesame Oil has gained much appreciation, demand, and popularity and has become a trusted brand name for uses ranging from household to food industry to healthcare.

The company's success and growth are attributed to the sheer hard work, courage, and determination of its early founding forefathers, who lived through turbulent times and rode the waves of economic growth. Dato' Ar Ooi Sian Hian, Executive Chairman, and Dato' Chng Huck Theng, Executive Director, are now at the helm of the company, and both are equally committed to ensuring the company's continued success for future generations.



DATO' AR. OOI SIAN HIAN
EXECUTIVE CHAIRMAN

DATO' CHNG HUCK THENG
EXECUTIVE DIRECTOR



Right Oil Great Health!



Ghee Hiang was awarded Platinum status in the Cultural Continuity Recognition category of the George Town World Heritage Incorporated (GTWHI) Heritage Recognition and Awards 2020 for establishments over 100 years, and it most recently won the Penang Centennial Heritage Excellence Award, which recognises entities in Penang that are more than a century old and have contributed to the colourful past and present of Penang.

Just as it is important to keep traditions and history alive, Ghee Hiang is also evolving and keeping up with the times with its recent introduction of a new cookie range, namely the White Choc, Dark Choc, and Chili Choc cookies, as well as a new version of its delectable Tau Sar Pneath, the Ghee Hiang TSP-Kurma (Tau Sar Pneath with Dates). It is the first biscuit manufacturer to combine two very traditional and popular ingredients: nutrient-rich kurma (dates) and carefully selected mung beans, resulting in a unique taste and take on the company's renowned flaky mung bean pastry.



Today, Ghee Hiang is much more than a trade name. It is a treasured piece of brand heritage, culture, and tradition that has become a household name around the world.



Since 1856

For more information, please visit www.ghee-hiang.com



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JEENHUAT FOODSTUFFS INDUSTRIES SDN BHD



MR TAN BENG CHYE
EXECUTIVE CHAIRMAN

Jeenuat Foodstuffs Industries Sdn Bhd, or JEFI, has been a pioneer in the Malaysian Halal Food and Beverage processing industry for export markets for over 50 years.

Established in 1961 by Dato' Tan Han Huat, the company began exporting primarily to Europe and the United States before rapidly expanding its international operations to Asia, Australia, South East Asia, the Middle East, Africa, and other countries and regions by the year 2000. Today, its brands are now well-known in over 30 countries across seven continents.

The company's main products include canned fruits and vegetables, dried seafood, and beverages. Its focus is gradually shifting to beverage and

snack manufacturing, with its marketing company in the United States, JEFI Enterprise USA Inc., handling some of the brands for canned fruits and vegetables and dried seafood.

JEFI has produced a diverse range of food and beverage products under Malaysia's well-known brands over the years, as well as collaborated with international trading partners (importers, distributors, and retail chain stores) to enhance its brand equity. It has also received several awards and recognitions from the Malaysian government as one of the best food manufacturers in the country. Because of its unwavering commitment to producing high-quality products, the company has earned the trust of its customers all over the world since its inception.



OUR VISION

A World Class Food and Beverage Manufacturer

- To develop Jefe, Jeeny's and Vigor to be world recognised brands
- To achieve customer satisfaction with high quality and safety products as well as excellent services
- To adopt green manufacturing technology & promote environment safety

OUR MISSION

Continue Drive Towards Total Quality

- Operational productivity & efficiency
- Products & services cost effectiveness
- Integral operating system
- Product quality & safety
- Modernising production technology & equipment
- Teamwork with adequate training



For more information, please visit www.jefe.com.my



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JFC FOOD INDUSTRIES SDN BHD



The business was founded in Malaysia in the 1960s as JeenHuat and Co. (JH), a pioneer in the food processing industry for export markets.

Today, the core business remains in the beverage industry, ranging from coffee and energy drinks to fruit juices and cocktail mixes, representing some of the world's major business networks, including China, ASEAN, the Middle East, Europe, North America, and South America, among others.

JFC Food Industries Sdn Bhd (JFC) was established in July 2020 as a special

purpose vehicle (SPV) to take over JH's food and beverage division and raise funds for business expansion and an IPO. It is a debt-free company with a RM1 million paid-up capital, making it ideal for investment and acquisition.

The company's emphasis on and commitment to uncompromising quality has been clearly demonstrated by the certifications of HACCP (Hazard Analysis and Critical Control Points), ISO 22000:2005, Good Manufacturing Practice (GMP), and Halal accreditation. To maintain nutritional and hygienic values, all of the company's products are





manufactured and canned under very strict quality control conditions.

JFC is well-established in the industry as a reputable and reliable food and beverage company with a large and growing range of products to serve its vast network of customers, having been in the industry for more than 50 years.

OUR VISION

- Making VIGOR to be No. 1 brand of Malaysian made energy drink
- We are dedicated in achieving customer satisfaction with high quality and safety products as well as excellent services
- We are to adopt green manufacturing technology & promote environmental safety

OUR MISSION

- Operational productivity and efficiency
- Modernising production technology & equipment
- Integral operating system
- Product quality and safety
- Teamwork with adequate training

For more information, please visit www.jfc-corp.com



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KONG GUAN SAUCE & FOOD MANUFACTURING CO SDN BHD

Kong Guan Sauce & Food Mfg. Co Sdn Bhd, a family-owned entity with more than 70 years in the soy industry, was founded in 1945 by the late Mr Leong Mun Tong and his younger brother, Mr Leong Mun Pun.

The brand has always taken pride in using the best raw materials combined with fermentation expertise to produce the highest quality and authentic fermented soy sauce. In 1987, the fermentation process was mechanised while remaining true to the traditional fermentation philosophy of naturally brewed soy sauce. This method, developed over 20 years of collaboration with a Japanese consultant, Mr Eisuke Honkawa, resulted in a truly delectable, rich, aromatic, and pleasing flavour.

With a mission to produce only 100% fermented products with no chemical adulteration, the company's assurances of "no MSG added" and "no chemical flavour additives" speak to the quality of its Double Camel and Triple Camel Soy Sauce. The company is also dedicated to educating consumers on the distinction between fermented and chemical soy sauce.








The culture of Kong Guan prioritises integrity, quality, teamwork, management by results, proactivity, transparency, learning from mistakes, and finding win-win solutions with its partners and employees. "The food industry is a conscientious enterprise (食品行业是个良心事业)," says managing director Mr Leong Yok Hare. "Profits should not be the most important thing that one should attain; instead, one should always do the right thing." "Profits will take care of themselves if the right thing is always done," he added.



For more information, please visit www.kongguan.com.my



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PENANG

overview

Situated in the northern region of peninsular Malaysia, the state of Penang comprises two halves separated by the Malacca Strait; mainland Perai (formerly known as Province Wellesley) and Penang Island on the western side with George Town as the administrative capital for the state.

Despite having the second smallest land size area amongst other Malaysian states (with just over 1000km²) Penang, fondly known as the Pearl of the Orient, is widely acknowledged to lead the country as an economic, social, cultural and culinary powerhouse that consistently draws in millions of visitors every year through connections with other cities within and outside Malaysia via air, land and sea routes. For instance, Penang International Airport boasts multiple flights to major cities with more than 20 airlines operating out of the hub connecting Penang domestically to Kuala Lumpur, Kota Kinabalu, Kuching, and Langkawi. Internationally, the airport connects to Singapore, Ho Chi Minh City, Jakarta, Bangkok, Taipei, Hong Kong, and other regional cities. Regular flights between Penang Bali are also recently started to link up the two island holiday destinations in southeast Asia, and further route expansion can be expected in the near future to include Middle East Asian destinations.

On sea, Penang Port is one of the region's main call ports for tour cruise ships. The Swettenham Pier Cruise Terminal, built in 1904 and upgraded in 2009 is the busiest port-of-call for cruise shipping in Malaysia, having boasted over a million passengers annually at its pre-pandemic peak traffic. Regular stops to the port are made by some of the biggest cruise liners in the world. A short distance away from Swettenham Pier lies Penang's core heritage zone of George Town that promises cruise guests a dazzling experience of sights and senses with its splendid architecture, quirky cafes, street arts, trishaw rides, walkable alleyways and more.

Medical tourism occupies an increasingly pivotal role in Penang's overall tourism sector. Acknowledged by International Living and CNBC as the number one global best healthcare destination in 2017, Penang contains over a dozen private hospitals that provide a wide array of healthcare services including medical and surgical treatments, cosmetic and aesthetics restoration at very affordable prices without compromising treatment quality and patient care that adhere to all international standards that assure patient comfort and satisfaction. Beyond treatment, Penang also offers a comprehensive pre- and post-procedure environment for healing and rejuvenation with numerous spas, reflexology and meditation facilities around the clock.



Penang:

FOOD PARADISE *in Asia*

In 2008, in acknowledgement of the city's unique cultural amalgamation that laid the foundation for the rich cityscape, sounds and sight that stand to this day in its architecture and intangible cultural practices by different ethnic and religious communities, George Town was bestowed the coveted World Heritage Site for Intangible Heritage status by UNESCO.

Penang's distinctive fusing of cultures also produces a diversity of culinary unparalleled almost anywhere else in the world. Picture dozens of street food varieties along the same antiquated streets, each with its own cultural origin, recipe, technique, spices and story. A true ecstasy to the senses, Penang is widely known to be the food paradise of Asia with countless arrays of street hawker stalls, old-school coffee shops, fine dining establishments and food trucks.



Capping the list of Penang's food must-haves include the venerated and intense char koay teow, hearty assam laksa, fiery curry mee, cooling cendol dessert and so many more. Favourites among the locals and travellers alike, these tantalizing street dishes have bagged international accolades over the years. In 2014, char koay teow made its way into Huffington Post's list of 19 local delicacies to try around the world, and Siam Road's version of the high-heat fried flat noodles earned a spot in the Top 50 Street Food Masters list during the 2017 World Street Food Congress. Assam laksa, too, received its share of laurels, having made its way into CNN Travel's list of World's 50 Best Foods coming in at 7th place.

No mention of Penang can go without also highlighting the signature nasi kandar cuisine. Steeped in history, nasi kandar originated from the Tamil-Muslim traders from India that settled in George Town during the early 20th century. Consisting of steamed rice served with mouth-watering curries, vegetables and other spiced meats, the earliest nasi kandar stall in Penang, Hameediyah has been operating since 1907 and is still going strong today. Awarded the George Town World Heritage Incorporated (GTWHI)'s Cultural Continuity Heritage Award in 2022, the restaurant's timeless stature is evident in the long queue formed by locals and tourists along the shop premises on Campbell Street waiting to grab the taste of heritage on a plate.

PERANAKAN

Culture

Penang is steeped in the Peranakan culture and its novel cuisine is a synonymous part of Penang's culinary scene. In fact, CNN Travel in listing Penang as one of the world's best destinations in 2022, mentioned the Peranakan culture as a main ubiquity for the state. Visitors are immersed in the opulence of Chinese Peranakan (or Baba Nyonya) architecture in Seven Terraces as they sample the finest palates in the heritage hotel's Kebaya Dining Room which reinterprets Peranakan dishes with contemporary cooking technique and regional flavour profiles without compromise to traditional Peranakan tastes.

Tucked away in an alley off Chulia Street, Moh Teng Pheow Restaurant has been making traditional Peranakan kuih and dishes since 1933. Currently being operated by the third-generation of the Moh family, Moh Teng Pheow offers a variety of best-selling kuih-muih such as kuih talam, seri muka, kuih lapis and hoon kuih alongside traditional Peranakan staples including nasi ulam, nasi kunyit (turmeric glutinous rice) with Nyonya chicken curry and popiah.

For Jawi Peranakan cuisine, Jawi House Café and Gallery, located on Armenian Street, is second to none. Within the cozy and authentic Jawi Peranakan furnishing, Chef Nurilkarim, the proprietor, serves up scrumptious traditional Malay Peranakan staples from appetizer dishes such as serabai and kerabu mangga to mouth-watering mains of nasi lemuni served with rendang, curries and jawi lambieh, and finishing with the palate-cleansing sago pudding or Malay sweet porridge.





Avant Garde EXPERIENCES

For the more luxuriously inclined visitors, Penang has more than its share of fine dining restaurants that combine locally sourced ingredients and traditional flavours with innovative techniques to create avant garde experience for diners. One such establishment, Gen 根, located along the historical Church Street Ghaut, a stone's throw away from the cluster of South and North Indian cuisines and desserts popular with backpackers and residents alike. Gen 根 was even included in the highly coveted Asia's 50 Best Restaurant 2021 list. Restaurant au Jardin, positioned within the eclectic art space Hin Bus Depot, deserves a mention for its use of sustainably and locally sourced ingredients in crafting the signature menu degustation. With such a myriad of gastronomical thrills that cater to all palates, it is of little wonder that Penang was named by Lonely Planet as the top food destination of 2014 and 4th place in the publication's 2016 Top 10 Cities for Travel.

Travelers preferring a more hands-on approach to Penang's gastronomy heritage can check out and participate in one of the many cooking classes available and conducted by experienced local chefs. Nazlina's Spice Station is a must-stop for enthusiasts of traditional Malay cooking. Conducted by chef and author Nazlina Hussin (who was featured in international media such as BBC and The New York Times), attendees receive a quick but wholesome course on the history, harvesting, storage and usage of various Malay spices, native ingredients and cooking techniques for a range of traditional and modern Malay cuisines. Meanwhile, Cooking with Chef Samuel offers day-long cooking classes and food excursions on a wide range of local favourites. With more than a decade of culinary experience in some of Penang's best hotels, Chef Samuel provides a practical experience on cooking up Malay, Chinese, Indian and Peranakan dishes alongside choice desserts and kuih.



Ghee Hiang

HOME-GROWN *products*

Having had their fill of food, visitors are spoiled for choice when it comes to taking home a piece of Penang. Ghee Hiang and Him Heang pastries are popular favourites that have tempted locals and travellers with their traditional signature taw sah pneah (green bean flaky pastry) and beh teh saw (maltose-filled biscuit with sesame toppings).

Nutmeg production too is rooted deep in Penang's early days, and Ghee Hup Nutmeg Factory, which has begun operation since 1953, provides a glimpse into the harvesting, processing and sales of nutmeg and mace that played a pivotal role in elevating Penang as a spice hub during its colonial era. Nutmeg products such as nutmeg ointment, pickled nutmeg slices, dried cooking nutmeg and other nutmeg outputs are available for purchase in the factory as well. For instant noodle lovers, Penang has something to offer as well, as Penang brand MyKuali's White Curry instant noodle takes first place in NY Time's list of best instant noodles in 2021, trumping other contenders that included Japan's Nissin noodles and Thailand's ubiquitous Mama tom yam noodles.

Full of home-grown products from traditional treats to beverages, food is ostensibly a safe choice and is one of the best things to buy from Penang. Some of the well-known products in Penang include Ghee Hup Nutmeg's products, Jeruk Madu Pak Ali, Ghee Hiang and Him Heang pastries, Ghee Hiang's sesame oil and many more. Taking the prestigious second spot by beating famous contenders like Samyang from Korea and Nissin from Japan, is none other than the much-loved Penang White Curry from MyKuali. The list will not be complete too, without mentioning Ghee Hiang's sesame oil, a staple in Chinese restaurant across the country and Chinese diaspora globally. Established in Penang since 1856, Ghee Hiang's aromatic sesame oil is known for its distinctive taste and strong aroma, the perfect complement to almost all Chinese cooking.

Arguably an unmatched food haven in the region, Penang also eagerly anticipates the upcoming release of the prestigious Michelin Guide for Penang, to be available in 2023. This development will surely further elevate Penang's gastronomic scene to greater heights than ever before.

Penang: THE LIVEABLE CITY



Food is one of Penang's main draws, but it also has much more to offer alongside epicurean delights. With pristine beaches along the northeast segment of the island, one can choose to engage in paragliding and other water sports activities or kick back and relax on a sun deck in one of the many top-notch seaside hotels available. The perfect picture for relaxation and rejuvenation, it is of no surprise that Penang bagged the recognition from CNN Travel's "Best Places to visit for the Ultimate Asia Experience" in 2019.

A mere stone's throw away from George Town, Penang Hill provides a nature-oriented experience like no others, with a 130 million-years-old rainforest boasting a huge number of flora and fauna including endangered species such as

dusky leaf langurs and the sunda slow loris. Formerly a colonial hill station, Penang Hill is accessed via the iconic funicular train service connecting the hill base to the top or alternatively for the adventurous, through one of many historical hiking trails meandering across the central Penang hill range of which Penang Hill is a part of. In 2022, Penangites celebrated as the hill received its certification from UNESCO as a biosphere reserve and induction into the World Network of Biosphere Reserves in recognition of the Hill's biodiversity.

Recently granted the ASEAN Clean Tourist City at the ASEAN Tourism Forum 2022 despite being one of the most densely populated areas and one of the most visited destinations in Malaysia, the award positively confirms



Penang's status as one of the most liveable cities in the region that manages to maintain the delicate balance between the public needs, preservation of heritage and tourism promotion.

Under the Penang 2030 master plan unveiled by Penang state government, liveability is a major focus and the state authority is committed to further enhance the state's liveability for current and new residents who call Penang home through effective placemaking efforts, community-building, industry engagement initiatives and investments in built environment resilience. The holistic approach taken by the state in partnership with various agencies and private entities will ensure and enhance Penang's status as the Pearl of the Orient for years to come.

Penang Global Tourism (PGT), the state tourism bureau, was set up in 2008 to generate, coordinate and promote and market tourism activities for Penang to boost the state as a travel destination. PGT envisage the potential held by gastronomy by promoting the state as a food haven.



For more information, visit www.mypenang.gov.my

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KOTA DINE & COFFEE

“Rempah” means spices in Malay. KOTA Dine & Coffee – “when Francis meets rempah” depicts KOTA’s respect for the past as a result of conceptualising local flavours using innovative culinary methods. It is the only certified Halal restaurant in a fortress, ensuring that residents and tourists alike have a gastronomic experience within an enchanting landmark. KOTA’s impressive list of accolades includes INPenang’s Best Restaurant, the Hospitality Asia Platinum Awards (HAPA), and the Penang International Halal Chef’s Overall Challenge Trophy Award, in addition to being nominated on TripAdvisor as the fifth restaurant to visit in Penang and receiving its Certificate of Excellence for two years in a row. Its most recent honour is inclusion in the prestigious Michelin Guide Penang 2023, as well as a Michelin award.

The glass-house design of KOTA Dine & Coffee, which sits on the lawn area of Fort Cornwallis, is highlighted by transparent glass that allows natural light to flood the snug little space. The entire space is a wonderland in its own right, surrounded by charming elements such as bouquets, the pristine sea view from Fort Cornwallis, and historical records. KOTA’s picture-perfect setting is ideal for private dining or events up to 1000 guests, fusing traditional Peranakan cuisine flavours with rempah (local herbs and spices) into contemporary art forms.





Despite its popularity as a tourist destination, Fort Cornwallis, a colonial-era defensive structure, continues to surprise archaeologists. Several artefacts from the fort's moat have been discovered during the ongoing excavation to uncover the moat structure. The reintroduction of the moat, in addition to restoring the authenticity of Fort Cornwallis, contributes to a larger effort to revitalise cultural spaces and facilities on George Town's North Seafront. KOTA Dine & Coffee, creating an unforgettable tour of Penang's culture, heritage, and delectable cuisine will soon open a series of new locations in George Town and Penang Hill, introducing a new grab-and-go concept restaurant that serves savoury, modern interpretations of traditional Penang dishes.

For more information, please visit

KOTA
DINE & COFFEE



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<https://www.facebook.com/KotaDineAndCoffee/?mibextid=LQOJ4d>

https://instagram.com/kota_dinecoffee?igshid=Zjc2ZTc4Nzk=

Leong Yin Pastry Sdn Bhd began as a pastry-retail business in Penang, Malaysia and has been in the food industry for over 40 years.

With a passion for food and confectionery, the company grew to become Malaysia's largest and leading paste and mooncake manufacturer and expanded its niche markets by tailoring and developing its core products to its customers' tastes and preferences. Over time, the company gained extensive industry experience and a reputation for producing high-quality products, resulting in a strong market presence both locally and globally.

Leong Yin Pastry has evolved from using traditional methods to a sophisticated manufacturing process that incorporates cutting-edge technologies for improved product quality, efficiency, and value. Having always considered food safety management an essential component of its operations, the company established standards and implemented measures to ensure that all processes are strictly controlled. The company is HALAL, HACCP, ISO 22000:2018, and MeSTI certified, and adheres to good manufacturing practises (GMP). The company also pioneered into the Muslim market with the first HALAL mooncake in Penang. Aside from various certifications, the company has received numerous awards, including the Golden Eagle and the Malaysia Book of Records, among others.

LEONG YIN PASTRY SDN BHD



MR LEONG KOK FEI
MANAGING DIRECTOR



Leong Yin Pastry, now helmed by managing director, Leong Kok Fei, has gone global, successfully establishing long-term business and personal relationships with clients from Malaysia, Singapore, Thailand, Vietnam, Myanmar, Cambodia, Indonesia, Brunei, China, Hong Kong, Taiwan, the Philippines, New Zealand, Australia, and the United Kingdom by providing products that best meet their needs.

OUR VISION

“To strive to be the world’s leading Food Company offering nutritious and best tasting food of best quality with defined freshness to the world.”

OUR MISSION

“To be the most successful food company in the world by delivering the customer with the best quality food product of defined freshness to provide a safe and healthy food variety to fuel the customer.”

For more information, please visit www.leongyinpastry.com



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MAXIM GROUP MAXIM DIM SUM RESTAURANT SDN BHD

Mr Pang Khek Seng founded Maxim Group in 2005, which specialises in Hong Kong-style dim sum. Maxim Dim Sum, its first dim sum restaurant, is located at Taman Pekaka in Penang. It quickly attracted and appealed to a diverse customer base, thanks to its innovative menu, consistent food quality, attentive service, and a combination of traditional and contemporary concepts.

The company soon ventured into manufacturing, supplying its own outlets (including the historic Tai Tong Restaurant in George Town, Penang), wholesalers, other retailers, restaurants, and even the cruise industry.

Business expanded with new openings such as Maxim Kuta Bali in Paya Terubong Penang, with a similar concept to their flagship outlet in Taman Pekaka; Max Café, a Hong Kong-style modern restaurant; and Max Mart, which sells its own frozen packaged dim sum. Maxim Dim Sum House, a premium outlet in Bukit Mertajam on the mainland, is the newest addition to its stable of outlets.





With a mission to make Maxim Group a household name in dim sum dining, guests can expect to indulge in exquisite dim sum, traditional and modern Chinese dishes, and the warm hospitality of the excellent service crew.



For more information, please visit www.maxim.com.my



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PENANG CONVENTION & EXHIBITION BUREAU (PCEB)

Penang Gastronomic Experience – An Attraction Factor for Business Tourists!

Penang Convention & Exhibition Bureau (PCEB) is a state bureau established to develop the Business Events and meetings, incentives, conventions and exhibitions (MICE) industry in Penang. PCEB aims to position Penang as the preferred location for Business Events activities in the region.

In line with its mission to incubate the growth of Business Events in Penang, PCEB serves as Penang's focal point for the coordination of all Business Events activities, providing expert assistance to organisations and Business Events planners at every step of the planning. PCEB's team of industry experts work hand-in-hand with professional service providers and world-class hotels, convention centres and unique venues to ensure the smoothness and success of each event organised. PCEB's goal is to enhance our Business Events clients' experience and at the same time to expand the beneficial economic impact of local MICE businesses.





Business tourism can be beneficial to a destination's economy. The MICE industry contributes majorly to the tourism sector as well as the budget of most businesses or corporate are usually higher compared to casual travellers. Also, the industry ensures that there is more knowledge spread to people in different areas of the world which also build cultural understanding.

Penang is one of the profound destinations for culinary and gastronomic experiences, thus, its one of the key attraction points while marketing the destination for international events. Business tourism is now no longer about organising a conference; it is also about presenting F&B services with out-of-the-box concepts for each event. This paves a path for our hotels, convention centres and venues to constantly upgrade the gastronomic experience for the delegates which will further elevate the best food experience the state has to offer.



For more information, please visit www.pceb.my

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PENANG TROPICAL FRUIT FARM



With about 250 edible fruit species that have been developed since 1993, the Penang Tropical Fruit Farm, situated in the south-west district of Penang Island, is home to Southeast Asia's largest collection of fruits within a 25-acre active area.

The orchard is located 800 feet above sea level on the hilly terrain of Teluk Bahang, ideal for cultivating a variety of tropical and subtropical fruit trees.

Since its inception, the orchard grows a wide range of rare and exotic fruit trees from around the region, as well as from other continents such as Central and South America, Central Africa, India, the Middle East, the



MR OUAH EWE KHENG
MANAGING DIRECTOR

ENJOY THE AROMATIC FRESHNESS OF NATURE

at PENANG TROPICAL FRUIT FARM




Caribbean, and the Pacific Islands. Committed to a cleaner, greener, and pollution-free environment, only organic fertilisers are used in the orchard, with some processed from farm fruit waste.

Originally established to preserve rare and exotic fruit trees on the orchard grounds, it is now on a mission to educate the public, both locals and visitors alike, about Malaysia's diverse flora and its benefits. The orchard also provides guided farm tours and fruit tasting excursions and aspires to contribute positively to agriculture, agro tourism, and ecotourism.



For more information, please visit www.tropicalfruitfarm.com.my


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TROPICAL FRUIT FARM**

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PENG KEE ENTERPRISE SDN BHD

Peng Kee Enterprise Sdn Bhd, a fast growing Penang-based packaging and seafood supplier, was established in 1984 by three brothers: Mr Tan Boon Hooi, Managing Director; Mr Tan Boon Hung, Chief Executive Officer; and Mr Tan Boon Heong, Operations Director.

The company's strong, dynamic, and dedicated management team has been instrumental in its rapid growth and expansion. Operating on a philosophy driven by strong business ethics, stringent conformance to the highest health and quality standards, and commitment to their clients, the company has achieved remarkable progress and continues to be at the forefront of the packaging and seafood industries, expanding its wide-ranging operations in Penang, throughout Malaysia, and around the world.

Food packaging is critical in the food industry because it ensures that all food products are packaged cleanly and safely, and that they are delivered fresh and contaminant-free from the food processing centre to end consumers. In addition, all food packaging materials must comply with all safety, disposal, and environmental regulations.

Peng Kee Enterprise is 'Your One-Stop Packaging and Seafood Supplier,' with dedicated professionals in Packaging Beverage, Ingredients Supply, Frozen Seafood, Frozen Food, Printing Services and Packing Equipment (Vacuum Machine, Cup Sealing Machine,



MR TAN BOON HEONG
OPERATIONS DIRECTOR

MR TAN BOON HOOI
MANAGING DIRECTOR

MR TAN BOON HUNG
CHIEF EXECUTIVE OFFICER



Semi-Auto Sealing Machine). Its subsidiary, TBH Industries Sdn Bhd, manufactures and produces paper packaging products, such as paper cups, boxes, trays, and bowls, in addition to offering custom printing. With this supply chain in place, Peng Kee Enterprise is poised to serve as the best advisor for any packaging requirements.

The solutions provided go beyond standard food packaging. The company helps its clients meet consumer needs, reduce food waste, and be environmentally sustainable whilst collaborating with them to optimise their production, supply chain, and sales.

As Peng Kee Enterprise surges ahead, the company is looking for new ways to develop and improve its many areas of operation. These include expanding into new markets, constant product innovation, improving product quality, investing in new machinery, and enhancing the company's quality control standards.



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frezh

TOP PENANG

FOOD & BEVERAGE INDUSTRY

FARMING & FOOD PRODUCTION | PACKAGING & DISTRIBUTION | RETAIL & CATERING

PRODUK MAKANAN ENAK GEMBIRA SDN BHD

In 2004, Produk Makanan Enak Gembira Sdn Bhd (marketing the Oceanplanet brand) ventured into the manufacture and supply of Hong Kong style dim sum to restaurants, hotels, and retailers with the aim of expanding and diversifying its product range and market base.

Through innovation and extensive research, the company introduced many novel products as well as complementary ingredients to appeal to the taste buds of modern consumers.

The company's rapid growth has been fuelled by its commitment to producing only the highest-quality products that not only meet but also exceed common industry standards.



MR TAN BOON HOOI
MANAGING DIRECTOR



All dim sum products manufactured adhere to the stringent standards established by the Islamic Development Department of Malaysia (JAKIM) and are certified safe for Muslim consumption. The dim sum varieties include a plethora of steamed, baked, fried, and paste options, all conveniently packed for easy distribution and consumption. The popularity of the high-quality, wholesome, and healthy HALAL products has enabled them to be enjoyed by a wider range of consumers, making them suitable for gatherings, special occasions, or family meals.



For more information, please visit

www.oceanplanet.com.my



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The Halal Industry

When we talk about food today, what normally comes in mind? It's normally cleanliness, whether it has harmful substances for consumption, and other considerations. It is normal for someone to question the food they eat. But it's not only food, it is also healthcare, personal care, to the things we wear, and things we experience.

For the Muslim consumers, this is the same. The consumption practices in Islam avoiding certain items such as pork or pork-related products, alcohol and substances that are harmful for human consumption has given birth to a whole new industry – the Halal industry.

Interestingly, what started off as a religious requirement has since morphed into a global lucrative industry catering for a growing population of Muslims across the globe. The global Muslim population is around 2 billion people, making up around 25% of the world population. In ASEAN, the Muslim population is approximately 240 million, which is around 42% of the population in the region.

MR FAZIL IRWAN SOM
CEO



■ a whole new industry





But Halal is not only confined to Muslims. It stems from a religious requirement, but is also a credible standard for cleanliness, transparency, and good governance. In that way, Halal is ESG. In fact, the top 5 producers and exporters of Halal meat are non-Muslim countries (Brazil, Australia, India, France and China). A significant number of Halal certificate applicants in Malaysia, especially in Penang, are non-Muslims. Therefore, the growth of this industry is tremendous for both Muslims and non-Muslims alike.

The global Halal industry is currently valued at USD2.8 trillion and is bound to grow to USD5 trillion by 2030. And this covers various sectors such as F&B, pharmaceuticals, personal care, tourism, finance and many more.

It is this huge potential that drives Penang Halal International (PHI) to venture extensively into the promising Halal sector. As the state government agency responsible for the promotion of the Halal business ecosystem, PHI focuses on 3 strategic pillars to put Penang in the global Halal map.

“...it’s not only food, it is also healthcare, personal care, to the things we wear, and things we experience. ”



The first pillar is the empowerment of local Halal entrepreneurs. This is to ensure that our Penang Halal entrepreneurs are well trained and upgraded in their business acumen, and connected to wider markets not only in Malaysia, but also in the ASEAN region, and eventually into international markets beyond.

Towards this end, PHI organizes events for Penang entrepreneurs to ply their trade and connect to a wider market, namely the Penang International Halal Expo & Conference (PIHEC) which is meant for export-ready entrepreneurs, and the Penang International Halal Food & Heritage Festival (PIH2F), meant for micro-SMEs to expand into the domestic market. In addition to PHI events, there

are also other events such as MIHAS, SIBS, Halal Expo London, Halal Expo Istanbul, Gulf Food and many others that helps connect local entrepreneurs to bigger markets.

In the bid to incentivize more Halal eateries in Penang, and to facilitate tourists in Penang searching for Halal food, The “Halal Penang” channel was created on 4 main social media channels mainly YouTube, TikTok, Instagram and Facebook, to map some of the best Halal food outlets in Penang for tourists to experience.

The second pillar is the promotion of Penang as the Halal gateway of the East. This concerns the promotion of Foreign Direct Investment (FDI)



the future
is bright

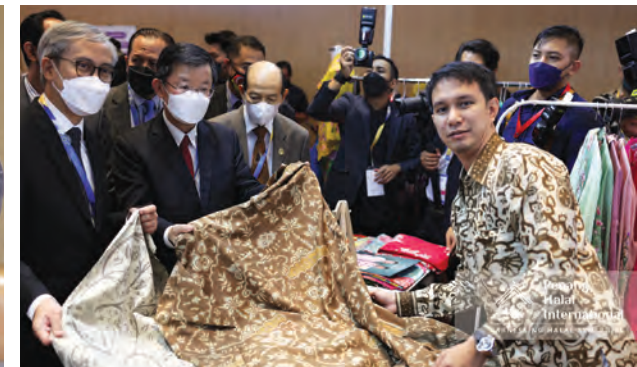


"...PHI welcomes you to be part of the Halal journey."

into Penang in the Halal sector. This involves the promotion of incentives and facilitations from the state government of Penang for interested foreign investors to set up their regional manufacturing or distribution centres to serve the ASEAN market from Penang, riding on Penang's reputation as an industrial powerhouse in Malaysia and one of Malaysia's most attractive states in terms of heritage, culinary experience, and natural landscapes.




The third pillar is the digitalization of the Halal sector. The Covid-19 pandemic has accelerated the adoption of digital technology in businesses as the only way to survive during the lockdowns and movement restrictions. Digitalization of businesses also helps to reduce cost and increase efficiency in every aspect of the business. Towards this end, PHI facilitates the digitalization of businesses by organising digital workshops and events, matchmaking digital startup solutions to traditional Halal businesses, and creating podcasts on the digitalization of the Halal sector in a technology-driven future.

The future is bright for Halal in Penang and PHI welcomes you to be part of the Halal journey.



For more information, please visit www.penanghalal.international



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PROUD & LOUD GROUP

Syed Aidid Dato' Syed Mohamad founded the Proud & Loud Group in 2013, a boutique hospitality set-up with nine food and beverage companies to its name. The company creates unique and exciting dining concepts as well as provides F&B consultancy services that celebrate the art and joy of eating.

The Safe Room at Lebu Victoria is a pioneer in liquid nitrogen desserts in Malaysia, as well as one of Penang's premier halal restaurants serving premium western and international cuisine. The trendy Halal French-inspired breakfast and brunch restaurant Le Brunch, as the name suggests, serves an all-day brunch

menu and is located on Lebu Chulia, in the heart of George Town, whereas Epicure, on Jalan Kek Chuan, focuses on refined food and drinks. The Safe House, located at Republik in Damansara Heights, Kuala Lumpur, is known for its desserts and award-winning showcase recipes from The Safe Room, such as its popular liquid nitrogen ice cream and Dragon's Breath dessert items.

The group has since expanded into event catering and factory canteen operations, food and beverage trading and supply, and F&B consultancy services. These additional services are available under the brands Brown Pocket, Skewers, and





Sweetology. As a leading F&B group of companies, utmost importance is placed on the quality of produce, the use of unique ingredients, experimental crafts, and creative menus, supported by personalised service and attention to details.

The Proud & Loud Group takes pride in creating superbly planned unique dining experiences that are both aesthetic and delicious. Its mission is to provide a place for its customers to celebrate life's special moments by serving good food and providing impeccable service in a beautiful setting.



For more information, please visit www.proudandloudgroup.com



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TAI TONG RESTAURANT MAX KITCHEN SDN BHD



MR PANG KHEK SENG
DIRECTOR

Tai Tong Restaurant, located in the heart of Georgetown, Penang, has been serving Hong Kong-style dim sum for over 60 years. What began as a traditional breakfast spot for families and friends to gather and bond over dim sum has evolved into a modern restaurant serving a variety of dim sum and Chinese stir-fried items.

The food quality is well-maintained due to stringent quality control by their very own "Sifu" (dim sum master chef), who passionately prepares these delectable morsels from scratch every day using fresh ingredients. By constantly developing new menu items to ensure guests' satisfaction, the restaurant soon began supplying dim sum to other restaurants as well.

Tai Tong has remained popular over the years as a result of its colourful history and preservation of local traditions, most notably the annual Mid-Autumn Festival, during which a myriad of colourful lanterns hang from its ceiling to enhance the atmosphere and, more importantly, to emphasise the significance of this celebration, also known as the "Lantern Festival."

Tai Tong consistently receives positive reviews and coverage from local and international F&B and travel shows, travel websites, print, online, and digital content creators, and attributes the company's success to its outstanding employees.

For more information, please visit www.maxim.com.my



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TORTO FOOD INDUSTRIES (M) SDN BHD

The Torto Group, the region's leading confectionery producer, was established in 1989 by Mr Ang Aik Hwa, the company's Founder and CEO.

From humble beginnings with only one product line, the company has grown to a modern, state-of-the-art 12,000-square-foot facility in Bukit Mertajam, Penang, with eight production lines and a daily production capacity of 28,000 kg of butter cookies and 8,000 kg of wafer rolls.

Now with more than 50 items in its stable, the product line is divided into four major brands: Torto, White Castle, Royal Classic, and Itaro. Consumer-ready food items, such as the popular wafer cubes and wafer rolls, are marketed under the TORTO brand, while the WHITE CASTLE and ROYAL CLASSIC brands, the first and leading "butter cookie specialists" in Malaysia, focuses on Danish-style butter cookies and chocolate chip cookies that are well-received here and abroad. ITARO, which debuted in 2022, manufactures high-quality wafer rolls. The Itaro Jumbo Stick has been a market success since its initial release.





The company's commitment to quality and excellence is reflected in numerous awards and certifications for food safety management and quality control systems, including ISO 22000:2005, HALAL accreditation, HACCP, FSSC 22000, GMP, ISO 9001:2000, and MeSTI. It has won several awards, such as the Golden Bull Awards 2011 and the Top Team 50 Enterprise Awards Malaysia 2011.

The Group has a well-established sales and distribution network in East and West Malaysia, as well as an export network that spans over 60 countries throughout Asia, Europe, Africa, and the Americas. It also has a strong online presence on popular e-commerce platforms. Aside from its brand names, the company also supplies butter cookies and chocolate chip cookies to hypermarkets both locally and internationally, including China and the United States.



OUR VISION

“ Cultivate a culture of sharing happiness ”

OUR MISSION

“ Connect and bring happiness to everyone with our confectionery products ”



For more information, please visit www.tortofood.com

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frezh

TOP PENANG

FOOD & BEVERAGE

INDUSTRY

THE ORGANISER



Where all good things in life meet...

With the motto “Where All Good Things in Life Meet,” Dato’ Chng Huck Theng founded CHTNetwork with the goal of connecting amazing people and upholding quality brands with Integrity, Sincerity, and Fairness.

Dato’ Chng, affectionately known as CHT to his friends, is one person who enjoys challenges and never believes that a person is born to accomplish only a few things in life. His life philosophy is simple: live every day as if it were the last, simply because life is fleeting, and there is no point in beating around the bush.

What began as a small operation has grown into an international organisation that offers total branding, business consulting, and strategic networking. Throughout the years, CHTNetwork has collaborated with respected international brands such as Rolls Royce, Lamborghini, Louis XIII, Cartier, Jaeger Lecoultr, Audemars Piguet, Bvlgari, Ulysse Nardin, Corum, Thai Airways International, Cathay Pacific, Marriott Hotels (Shanghai, Beijing, Sydney, Melbourne, Kuala Lumpur), Intercontinental (Grand Stanford Hong Kong, Beijing), Royal Horse Guard (London), Dorsett (Singapore, Hong Kong), Dusit Thani (Bangkok) to name a few. Other than high-street names and brands, CHTNetwork has also partnered with financial institutions, including DBS, OCBC, Merrill Lynch, HSBC, CIMB, RHB, Affin, and many other associates.



DATO' CHNG HUCK THENG
FOUNDER & PRESIDENT



CHTNetwork has three main entities under its umbrella: CHT International Awards, MarketSource, and One East Museum & Art. MarketSource, founded in 2006, is one of Malaysia's leading publishing companies, with titles such as EZ Malaysia, EZ Australia, INPenang, Treasures, and Wheelz under its belt. EZ Australia is the first Malaysian magazine title supported by MATRADE to be exported to Australia. Apart from periodicals, this publishing house also published hardcover coffee table books such as Born Malaysia, Proud to Be Malaysians, and Penang Power 100. MarketSource has also made significant investments in the digital space, increasing its annual traffic reach for print, digital, and social media platforms to more than 3.5 million and growing.



MarketSource's dynamic editorial team from Malaysia, Australia, and China comprises creative individuals always ready to bring fresh, new ideas to fruition through its many media channels, is the driving force behind the company's success.

The CHT International Awards were created to bring together CHTNetwork friends from all over the world together in one location. Furthermore, it provided an opportunity for friends to meet, get to know one another, and explore potential business opportunities. This platform hosts three major events; The CHT Awards are held every two years in Kuala Lumpur and honour individuals and organisations that have excelled in their respective fields. The INPenang International Awards, on the other hand, are a very unique recognition that pays tribute to only Penang-born individuals and home-grown Penang organisations. The Pinnacle International Excellence Awards (PIE Awards) recognise emerging, national, and internationally established organisations and brands that have set and surpassed the benchmark in their respective fields. This event is held in Melbourne, Australia, biennially.



Where all good things in life meet...

Dato' Chng is an award-winning artist and Malaysia's youngest antique collector (he began collecting at the age of 14), and his passion for both art and antiques is unwavering. He considers antiques, art, and culture to be important and distinct aspects of a country. In a nutshell, they are the soul of Malaysia. One East Museum & Art was established to safeguard and promote these cultural institutions for future generations. One East Museum & Art has hosted and organised numerous exhibitions and events to generate public interest and awareness,

such as the Penang International Luxury Collections Week, Malaysia's first-of-its-kind exhibition showcasing luxury items such as antiques, art, jewellery, precious stones, vintage cars, properties, and carpets, with exquisite jewellery shows, sharing sessions by luxury collection experts, and arts and antiques auctions during the event. The company was also instrumental in promoting Malaysian artworks in Australia for the Malaysian Ministry of International Trade and Industry's project - "Arts Kuala Lumpur-Melbourne."



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food
packaging

ACKNOWLEDGEMENT

FREZH - TOP PENANG F&B INDUSTRY is a CHTNetwork initiative that showcases top Penang food and beverage industry players to the world in food trade, manufacturing, food safety, technology, export, tourism, and more. This is Penang's "first-of-its-kind" food-related project, as we aim to promote the food industry, which not only benefits the local economy but also creates new job opportunities.

Penang is renowned for its gastronomic cuisine. This is our strength and pride. Because the food industry crosses borders for a variety of reasons, this publication aims to highlight to our business partners, associates, clients, and potential clients that Penang's food industry is one to watch in the global arena.

Our heartfelt thanks and appreciation go to The Right Honourable Mr Chow Kon Yeow, Chief Minister of Penang, for endorsing our initiative and believing in our efforts to appreciate and promote the farm-to-fork approach in Penang's F&B industry.

We are also grateful to The Honourable Mr Yeoh Soon Hin, Penang State Executive Councillor for Tourism and Creative Economy (PETACE), Dato' Seri Lee Kah Choon and his team at InvestPenang, Mr Ooi Chok Yan and his team at Penang Global Tourism, and Mr Fazil Irwan Som, Chief Executive Officer, Penang Halal International, for their unwavering support.

Last but not least, we would like to express our heartfelt appreciation to each and every person and organisation who has assisted us in making this FREZH - Top Penang F&B Industry Coffee Table Book a success. We could not have put this publication together without the kind feedback, detailed insights, generous support, and participation of our most devoted friends and associates.

We will also take this initiative online through various social media channels and digital platforms, giving our partners a larger audience beyond our borders.



retail

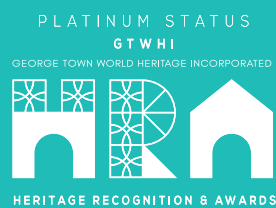
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Penang's phenomenal F&B landscape benefits not only the local economy but also creates new job opportunities and has an undeniable impact on tourism, MICE, retail, and the service industries.

”

- The Right Honourable Mr Chow Kon Yeow,
The Chief Minister of Penang

“

While we continue to showcase Penang's entire food industry chain and appeal to discerning gourmand travellers, we also hope to entice potential customers to the local food and beverage options that could be brought over into their respective countries, thus making Penang-made products available the world over.

”

- The Honourable Mr Yeoh Soon Hin,
Penang State Executive Councillor for
Tourism and Creative Economy (PETACE)

“

Penang's agriculture and food industries are hidden gems with unlimited opportunities to be unlocked. I am hopeful that Penang can be a role model for the country to showcase the enabling role of technologies in propelling the agriculture and food industries.

”

- Dato' Seri Lee Kah Choon,
Special Investment Advisor to the Chief Minister
of Penang

www.chtnetwork.com

