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BAKERY & FLOUR- CONFECTIONARY TRENDS IN MALAYSIA

WITH FOCUS ON MACHINERY & EQUIPMENT, SKILLS
& TRENDS - POTENTIAL & CHALLENGES



Market Watch Report 2016/2017



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EXECUTIVE SUMMARY

The Malaysian bakery industry is a very dynamic and fast moving industry with an estimated total of several thousands of baked goods suppliers in the country, which includes stand-alone smaller bakeries, commercial bakeries, home bakeries, and F&B outlets with own bakery production lines. High-end hotels are producing own baked goods for hotel customers as well as events and conventions taking place in the hotels, and also for sale in expensive coffee shops in the hotel lobbies.

Industry players, however, take this number as only a good guess, as new bakeries and other outlets with own productions lines are being set up continuously. At the same time, a good number of these businesses, especially the smaller and independent outlets, also find it challenging to survive in the long run.

The Malaysian market has seen positive growth of baked goods due to the products being more and more consumed at either breakfast, tea breaks or even lunch in place of rice and noodles. Many of the younger generations, who have been exposed to western cultures, have acquired the habit of increasingly accepting bread as a staple food.

Baked goods available on the Malaysian market can be characterized as extremely versatile and come in all sorts of varieties, tastes and shapes with a fusion of different flavors and ingredients from the various cultures in the country, combined also with western influence. Heavily influenced also by Taiwanese bakery and flour-confection trends, Malaysian breads and buns tend to be soft and fluffy, as compared to, for example, European bread with a harder and more solid texture. Suppliers as well as consumers are very willing to give new tastes a try, leading to continuous development of new ideas and creations.

Unlike in Europe where the necessary bakery knowledge and skills go mostly from one generation to the next, especially in long-standing and conventional family-owned bakeries, many bakeries and cafés in Malaysia are investor-owned, who hire bakery professionals to run the operations. Larger bakeries, who can afford to do so, also work with foreign chefs, who then pass their expertise and know-how to the local team.

There is only a handful of technology and machinery distributors in the country, who are specialized in solely supplying bakery technology and machinery. Other distributors offer mostly a mixed range of products consisting of machinery and equipment for other industries as well. Taiwanese bakery machinery is widely used in Malaysia due to its lower price, as compared to European technology.

Although European technology and machinery are generally known for their high quality with a longer lifespan and higher efficiency, pricing remains a main consideration factor when it comes to making the decision to finally seal a purchase. Therefore, it is important for European technology providers to be able to accommodate the market in terms of pricing.





In addition, showing presence by means of having a display model, which interested customers can easily access, is equally important. Following the motto "Seeing is believing" – and definitely in the bakery market "Trying is believing", it is essential for local distributors to be able to demonstrate to customers how exactly the machine works and at the same time directly communicate to customers what all the major and minor differences are to other technologies.

Working with local distributors would be one way to enter the market, as these would already have their customer base, necessary networks and local market information. However, local distributors may be representing several different brands and may not promote your brand exclusively. It is important to create long-term awareness of the European brand so that it becomes a house-hold name over time. This can be done by, i.e. cooperating with bakery schools which churn out hundreds of bakers every year and having them use the European machinery for their trainings in combination with offering special training modules on European technology. Thus, brand awareness and expertise in using European technology will quickly spread among those who will play a role in the bakery industry in future.

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Malaysia as the
GATEWAY TO ASEAN

01



Malaysia is centrally located within the Association of South-East Asian Nations (ASEAN) and consists of two regions separated by the South China Sea. These are Peninsular Malaysia and East Malaysia (consisting of the states of Sabah and Sarawak on the island of Borneo). It has a total land mass of 328,657 square kilometers (126,895 square miles).¹ Malaysia is a federation of 13 states and three federal territories. The capital city is Kuala Lumpur, whereas Putrajaya is the federal administrative center of Malaysia. The official language of Malaysia is Bahasa Malaysia, but English as well as Chinese are also widely spoken.

Figure 1: Map of Malaysia²



As of April 2016, the country recorded a total population of 31,270,000 persons.³ Malaysia is a multi-ethnic, multicultural and multilingual society. Ethnic Malays make up the majority of the population at 57.1%, followed by Chinese at 24.6%, Indian at 7.3% and other local ethnicities at 11%. Hence the country is reflected by a very colorful composition in terms of language, religions and cultural practices. The Malaysian constitution guarantees freedom of religion, although Islam is the largest and official religion. Approximately 61.3% of the population practice Islam, 19.8% Buddhism, 9.2% Christianity, 6.3% Hinduism, and 1.7% practice Confucianism and other traditional religions.³

In the 1970's an imbalance of these ethnic groups in terms of share of the national economy was realized, with the minority "ethnic Chinese" holding the clear majority of the business in the country. Hence a so-called "Bumiputera Policy" was introduced. The objective of this policy is to improve the economic situation of the native Malay (Bumiputera) and allow the Malays to reach a stronger share of the economy. Meanwhile in 2011, 23.5% of the economy is held by Malays.⁴

¹ World by Map (n.d.)

² Nationsonline (n.d.)

³ World-o-meters (n.d.)

⁴ Departments of Statistics Malaysia (n.d.)

⁵ Malaysia Human Development Report (n.d.)

Malaysia, a former British colony, gained its independence in 1957. Since Independence, Malaysia has adopted the political system of a parliamentary democracy with a constitutional monarch, whose position is rotated every five years between each of the nine hereditary state rulers.

Malaysia is also a founding member of ASEAN and the Organization of Islamic Cooperation. It is also a member of the Commonwealth of Nations. Further, the country participates in other international organizations such as the United Nations, the Asia-Pacific Economic Cooperation, the Developing 8 Countries, and the Non-Aligned Movement. Previously, the country has chaired ASEAN, the Organization of Islamic Cooperation as well as the Non-Aligned Movement. In 2015 Malaysia led the ASEAN's ten member countries as the Chairman.

1.1. Economical Overview

Malaysia is a dynamic country which is constantly evolving. Being a middle-income country, Malaysia has transformed itself since the 1970s from a producer of raw materials into an emerging multi-sector economy spurred on by high technology, knowledge-based, capital-intensive and by nature export-driven industries. Malaysia's GDP ranked at 27th out of 188 economies in 2015.⁶ Strategically located in the heart of South-East Asia, Malaysia offers a cost-competitive location for investors intending to set up offshore operations in order to manufacture advanced technological products for both regional and international markets.

In 2011, the Malaysian Government launched the Economic Transformation Programme which is managed by the Performance Management & Delivery Unit under the patronage of the Prime Minister.⁷ The Economic Transformation Programme identifies National Key Economic Areas (NKEAs) which are drivers of economic activities that have the potential to materially contribute to the growth of Malaysia. Its objective – also known as “Vision 2020” – is to transform Malaysia into a “high income country” by year 2020, and raise per capita income to at least USD 15,000 (2014: USD 11,120, Source: Worldbank.org), meeting the World Bank's Threshold for a high income nation.⁸

In 2015, the Malaysian economy continued to perform well and the authorities have taken advantage of favorable conditions provided by the growing economy and full employment to implement key fiscal reforms. Growth accelerated as the recovery of exports and continued strong private demand offset mild headwinds from lower public spending. Private investment continued to be fueled by accommodative financial conditions and the catalytic effects of long term public investment programs. Additionally, strong employment and wage growth supported private consumption. The removal of fuel subsidies pushed inflation above its historical average, but without any signs of more generalized inflationary pressures, despite a positive output gap.

⁶ World Bank (2016)
⁷ Economic Transformation Programme (n.d.)
⁸ Sanusi, N., & Ghazali, N. (n.d.)

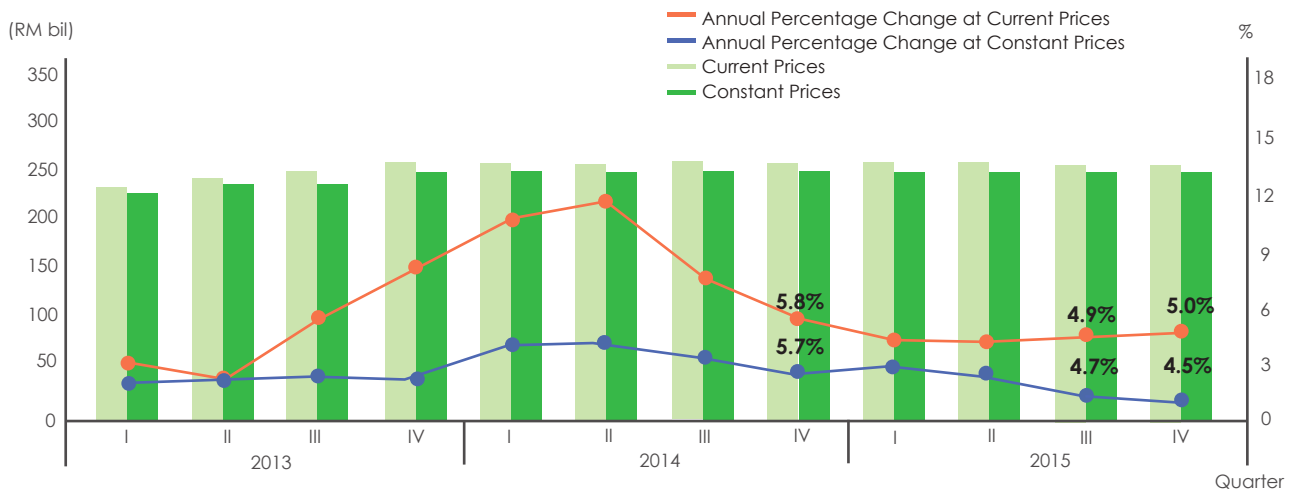


Figure 2: Malaysia's GDP Growth Rate⁹

Deposit growth has slowed to the single digits and domestic liquidity conditions are beginning to tighten. In subsequence to the international oil price decline in 2015, the currency of Malaysia, called Ringgit (RM), depreciated by about 18.6% against the USD.¹⁰ However, since then the Malaysian Ringgit has shown a very stable path, with a single digit appreciation.

The Malaysian economy expanded by 4.5 percent during the last quarter of 2015 (Q3 2015: 4.7%). Growth was supported by both domestic and export-oriented activities, despite a challenging external environment. On the supply side, all sectors posted positive growth. The services sector remained the key driver of growth, expanding by 5.0 percent in the fourth quarter (Q3 2015: 4.4%) supported mainly by wholesale and retail trade, information and communication as well as business service activities. Malaysia's manufacturing sector increased further to 5.0 percent (Q3 2015: 4.8%). As the key driver in Manufacturing, Electrical, Electronic & Optical products posted a sturdy growth at 10.5 per cent reflecting a higher momentum in consumer electronics and medical equipment products. The construction sector grew 7.4 per cent (Q3 2015: 9.9%). Civil Engineering posted an impressive growth of 20.4 per cent which was mainly geared by oil & gas and transportation related projects.¹¹

Further, the private consumption remained the key driver of growth, expanding by 4.9 per cent (Q3 2015: 4.1%) caused by the better growth in consumption of transportation, food & beverages and communication. The growth of Malaysia's investments is strongly driven by private investment, which increased by 5.0 percent in the last quarter 2015 (Q3 2015: 7.0%). Meanwhile, investments from the public sector slipped to a marginal growth of 0.4 percent.¹²

⁹ Department of Statistics Malaysia (2016)
¹⁰ Bank Negara Malaysia (2015)
¹¹ Department of Statistics Malaysia (2016)
¹² Ibid

According to the 2015/2016 Economic Report, the national economy is expected to grow 4.0 to 5.0 percent this year, driven by domestic demand. Private sector spending will remain a significant contributor as it is expected to be the main component of domestic demand with an expected growth rate of 6.4 percent in 2016. Moreover, despite the depreciation of the Ringgit, inflation is expected to remain low as a result of the slowing drop in global crude oil prices and the wearing down of the effects of the Goods and Service Tax (GST) implemented in the beginning of 2015.¹³ Other institutions as the World Bank forecast that the country's gross domestic product will even grow by about 5.0 in 2016 and 5.1 percent in 2017.¹⁴

1.2. EU-Malaysia Trade Relations

In accordance with the Delegation of the EU to Malaysia, cooperation in trade and economic issues have been the driving force for closer ties between the EU and Malaysia. In October 2010, Malaysian Prime Minister Najib Razak and the EU leaders launched two major EU-Malaysia bilateral initiatives, namely the negotiations for the Free Trade Agreement (FTA) and for the Partnership and Cooperation Agreement (PCA). The two initiatives are respectively aimed at boosting bilateral trade and investment and at creating a new strategic dimension for the EU-Malaysia political dialogue and economic cooperation. Both negotiations are currently in progress.

The EU is Malaysia's third largest trading partner and accounts for about 10% of Malaysia's total external trade, both in terms of import and export destination and a very important source of Foreign Direct Investment into Malaysia.¹⁵ In contrast, the country is the EU's third largest trading partner in ASEAN after Singapore and Vietnam and the 22nd largest trading partner of the EU worldwide.

As the ASEAN countries continue on the path of regional integration, the strategic position of Malaysia is becoming increasingly more attractive for trading partners such as the EU. This is also confirmed by the Ease of Doing Business Report 2016 of the IMF, in which Malaysia is identified as the 23th best country among 190 countries worldwide.¹⁶ Within the Asia Pacific Region, Malaysia even is the 4th, directly following high developed countries like Singapore, Hong Kong, and Taiwan.

¹³ Malaysia Kini (2015)
¹⁴ World Bank (2015)
¹⁵ MATRADE (n.d.)
¹⁶ World Bank (n.d.)



Trade in Goods between Malaysia & EU



Figure 3: Trade in Goods Malaysia - EU ¹⁷

1.3. Economical Key Facts: EU-ASEAN

The EU and ASEAN enjoy a strong trade relationship. ASEAN as a whole represents the EU's third largest trading partner outside Europe with more than EUR 245 billion of trade in goods and services in 2013. The EU is ASEAN's second largest trading partner worldwide.¹⁸

The EU remains the biggest investor in ASEAN. It is the largest provider of Foreign Direct Investment (FDI) to ASEAN, accounting for 22% of total FDI inflow. The EU's main exports to ASEAN are chemical products and machinery and transport equipment. The main imports from ASEAN to the EU are machinery and transport equipment, agricultural products as well as textiles and clothing. The largest part of EU FDI stock in ASEAN is concentrated in Singapore, Malaysia, Thailand, Indonesia and the Philippines.¹⁹

¹⁷ European Commission Directorate-General for Trade (n.d.)

¹⁸ EU-ASEAN Relations - EUMCCI (n.d.)

¹⁹ Ibid.



Introduction to the
**Malaysian Bakery & Flour
Confectionary Industry**

02



The aim of this market report is to provide European small and medium-sized enterprises an overview of the Malaysian bakery and flour-confectionery market and its current development. Skills and technologies available in this field have been highlighted, as well as the potential and challenges for European manufacturers to participate in this market. The information herein was gathered from primary research, mainly through interviews with market players from the categories of technology supply, machinery and equipment distribution, wholesale, retail and training providers. This report summarizes the experience, views, thoughts and recommendations of those interviewed. Secondary research has hardly provided any official and published information, facts and figures. The current lack of coordinated information was also confirmed by the industry players interviewed.

2.1. Current Situation

The Malaysian bakery industry is a very dynamic and fast moving industry with an estimated total of many thousands of baked goods suppliers in the country. Due to the lack of quantitative or statistical information, it is challenging to keep track of the volume of businesses as there exist a large number of small-scale suppliers, such as home-bakeries, that are not registered.

The bulk of bakery suppliers are mainly located in the Klang Valley, and in the States of Melaka and Johor. This includes conventional stand-alone bakeries selling their freshly baked goods in shops; commercial/industrial bakeries producing baked goods en masse for retail outlets; bakery counters, cafés and stalls in shopping malls who purchase wet mixes and/or frozen bakery from wholesalers, only to then put these into ovens and then sell them to end-customers; baked goods and pastry wholesalers who supply both mixes and completed baked goods to other businesses; home bakeries consisting of individuals who supply to convenience stores and/or sell their own products at morning and night markets; boutique bakeries which offer a glimpse into their production lines and offer a café corner as well; individual restaurants and cafés with own bakery production lines; and last but not least restaurant and café chains. Baked goods are sold packaged or unpackaged. The landscape of businesses offering baked goods is wide, quality may range from very simple and basic to superior, and choice is aplenty.

Industry players, however, say that this number of baked goods suppliers is only a good guess as new bakeries, cafés and other outlets are being set-up continuously. It is not uncommon to find several different places to buy baked goods in one shopping mall alone, or to have a number of bakeries mushrooming in the same street in certain areas. Nevertheless, also a considerable number of these businesses find it challenging to survive in the long run and close down after a few months, especially the smaller and independent outlets, presumably due to intense competition. According to a bakery wholesaler who supplies more than 400 different bakery products and flour confections to smaller outlets, about 5-8 enquiries are received every month from new set-ups who wish to buy products off the wholesaler. These products are then re-sold to end-customers or are added on to their own range of products in their outlets. On the other hand, an average of about 2-3 outlets also discontinue their purchase from the wholesaler in a month due to closure of business. Some so-called boutique bakeries offer their goods under a certain brandname which they spend a lot of time and efforts building. Once the brandname has been established in the bakery circle, it is franchised.



Businesses with up to 5 outlets are generally categorized as small by local machinery & equipment distributors, whereas businesses with up to about 60 outlets are categorized as medium-sized. Large-scale baked goods suppliers consist of pizzeria chains and café chains with outlets all over the country.

The Malaysian market has seen positive growth of baked goods due to the products being more and more consumed at either breakfast, tea breaks or even for lunch in place of rice and noodles. Many of Gen Y and younger generations, who have been largely exposed to the western cultures, have acquired the habit of eating bread and drinking coffee, and are increasingly accepting bread as a staple food. Therefore, not surprisingly, many of the new café and stand-alone bakery owners are also younger people who have studied overseas and who have adopted the lifestyle from abroad. Bread, pastries and other baked goods that are found at independent bakeries are mostly unpackaged and to a considerable extent handmade and fresh. In addition, many of these baked goods, sometimes with and sometimes without labels, are sold at bakery counters of hypermarkets, supermarkets, convenience stores, night markets and pastry shops. Often, these baked goods attract with their freshness, and serve well as a quick bite to satisfy the busy working professional as a snack. Bakeries also often attract customers with offers such as buying a number of pastries with one extra piece free of charge.

Packaged or industrial bread loaves, such as white, wholemeal bread and other bread types remain popular, as these can be easily combined with spreads such as butter, peanut butter, jam, cheese etc. Wholemeal bread is generally perceived as being the healthier choice due to its fibre content. Consumers are also increasingly seeking bread fortified with vitamins and minerals due to increasing awareness on the health benefits.

Cakes are also very popular with individuals, groups and families, and are consumed during tea-breaks, parties, birthdays, weddings as well as festive celebrations. Fresh unpackaged cakes in bakeries are sold in singular- and multi-portions or as a whole. Multi-portion cakes are popular because they are suitable to serve whole families, which tend to be large in Malaysia, and groups of friends and colleagues during celebrations at home or in the office.

Overall, prices of all categories of baked goods have increased due to higher production costs in the past years. Sugar, salt and wheat flour are examples of raw materials that have experienced price increase lately, in addition to research and development costs for the fortification of bread with healthy ingredients. Prices of baked goods, however, can largely fluctuate from bakery to bakery, depending on where the bakery is located, whether it is an independent individual business in a residential area or an outlet deemed as 'branded' in a high-end shopping mall. Prices can also vary depending on marketing strategies, image and design, for example 'handmade', 'artisanal', 'healthy recipes', etc. For instance, a 1kg birthday cake can cost between ca. MYR 70 to several hundreds of Ringgit.

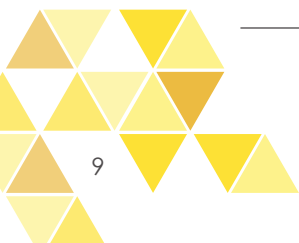



Table 1: Sales of Baked Goods in MYR millions (2010-2014)²⁰

	2010	2011	2012	2013	2014
Bread	694.0	722.1	755.1	788.1	807.9
- Bread Substitutes	-	-	-	-	-
- Packaged/ Industrial Bread	365.5	383.7	404.8	426.3	434.8
- Unpackaged/ Artisanal Bread	328.6	338.4	350.3	361.8	373.0
Cakes	500.4	516.1	535.4	546.6	564.9
-Packaged/ Industrial Cakes	89.5	90.8	93.1	87.5	89.3
- Unpackaged/ Artisanal Cakes	410.9	425.2	442.2	459.1	475.6
Pastries	400.1	410.1	424.4	438.2	451.3
- Packaged/ Industrial Pastries	205.2	209.3	215.6	221.6	227.2
- Unpackaged/ Artisanal Pastries	194.9	200.8	208.8	216.5	224.1
Baked Goods	1594.5	1648.5	1714.9	1772.9	1824.0

2.2. Trends & Developments

Diversification

The industry is witnessing an interesting trend of businesses operating originally in a very different industry and with a completely different focus, such as high-end furniture shops and other life-style products stores, diversifying into offering coffee and bakery products as part of their marketing strategy and attraction. A 'coffee corner' or even sophisticated cafés form part of customers' shopping experience.

"One-Stop" Bakery Solutions

In order to offer one-stop solutions and attractive 'packages' to end-customers, the bakery industry has also recently seen the establishment of bakery-restaurants-café & catering services combinations. Not only can customers purchase baked goods at these places and have the opportunity to enjoy a cup of high-quality coffee which is the main business of these so-called 'bakery-café' or 'cake-houses', but they also have the choice to order many other culinary specialties and also organize birthday and other large gatherings at these places. Often, bakery production lines, shelves of freshly baked goods, café settings and coffee bar are nicely integrated into the modern but cozy design of the 'bakery-café'. The area leading to the production lines is sometimes designed to be fully transparent, so that customers can have a glimpse of the properly and well-dressed baking team demonstrating their skills, which also aims at sending the message across that the baked goods they are enjoying are literally fresh from the oven.

Therefore, sometimes, families and friends can spend up to a whole afternoon or evening at these establishments, enjoying time together and continuously ordering food and beverages. The establishments also offer customers to cater to various celebrations at home, for instance with made-to-order birthday cakes, festival and seasonal cakes and baked goods, etc.

Bakeries, Sandwich Outlets & Cafés in Shopping Malls

With the mushrooming of shopping malls all over the country, both individuals and larger chains have found a good platform to establish outlets to sell their products. While many families and friends spend a large part of their leisure time during the weekend at shopping malls, working people often go to shopping malls near their workplace during lunch time to grab a bite, or drop by shopping malls after work to do grocery shopping. Therefore, shopping malls provide the crowds and potential customers for bakeries, sandwich outlets and cafés. Larger international chain producers of doughnuts, pastries and other baked goods, e.g. from the USA, Europe, Korea, Japan and Taiwan, have also found shopping malls to be a good platform for their outlets.

Events & Conventions at Hotels

In addition to already being one of the top tourist hot-spots in the region, Malaysia's very competitive rates for high-end hotels for both accommodation and business-meeting facilities have turned the country into one of the favourite locations for regional events and conventions. It is not uncommon to have a European chef leading the catering team in 5-star hotels and these high-end events and conferences have seen more and more European pastries and baked goods on the menu in the past years.

2.3. Dynamism, Creativity and Versatility

Baked goods offered in the Malaysian market can be characterized as extremely versatile and come in lots of varieties. Heavily influenced by Taiwanese bakery and flour-confection trends, Malaysian bread and most baked goods tend to be soft and fluffy, as compared to for example European bread with a harder and more solid texture. It is also important to note that there are many other local and traditional baked goods and flour-confections that are special to the various different cultures in Malaysia, such as mooncakes during the Chinese mooncake festivals, the soft and sweet Malay kuih bahu as well as many different types of local biscuits and pastries that are produced for festivities, weddings or are consumed throughout the year. Outlets follow the seasonal festivities in planning their promotions and marketing strategies to push sales, such as during Hari Raya, Chinese New Year, Deepavali and others. Consumers tend to consume more pastries or cakes during festive seasons.

Figure 4: Baked goods in Malaysia are versatile and are largely Taiwanese-influenced





Characterized with highly creative ideas, Malaysian baked goods come in all sorts of varieties, tastes and shapes with a fusion of different types of flavours from the various cultures in Malaysia and sometimes also combined with Western influence.

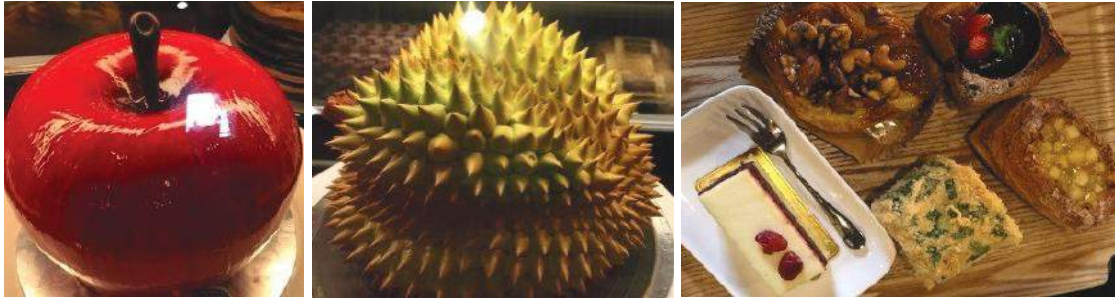
For decades in the past, expensive baked goods and especially pastries of western/European style, e.g. Danish pastries, were available mostly in lobbies and coffee shops of 5-star hotels. Today, these are available at affordable prices in locations like shopping malls, street shops and bakery outlets. In the recent years, however, 'Asian influence' has strongly developed, providing an even greater variety to the bakery market. Many bakeries and outlets now offer both western style as well as Asian style goods, as well as a combination of both. Even in more conventional bakeries it is not uncommon to find fusion of both eastern and western tastes, e.g. soft buns with butter cream and spicy dried chicken floss, western-like pastries combined with fillings of red bean or green bean paste, and flour confections blended with local fruits such as muffin-like puffs filled with the local fruit durian.

Trendier and more creative products include pizza-like baked goods with cheese mixed with other local ingredients and spices, onion bread roll with cream and chicken floss. Cakes for birthday and celebrations are produced in all sorts of shapes, many a time as whole fruits, cartoon figures, among others.

Malaysia as a country with many different cultures have contributed to the fact that food, flavours and tastes have developed with a dynamic pace. The way dishes and food are cooked and served is very creative. Suppliers as well as customers are also very willing to consistently give new tastes a try. It is not uncommon for food suppliers in Malaysia to suddenly come up with a new unusual culinary product and taste, and if response to the new product is very positive, customers are willing to travel from other parts of the country to try out or purchase this new product.

This has resulted, on one hand, in traditional baked goods being enriched with new ingredients and flavours, and even adopting different colours and shapes, and, on the other hand, new bakery products paired with different fillings and toppings being created continuously. As an example, traditional Chinese mooncakes in Malaysia, which consist of a rich thick filling usually made from lotus seed or red bean paste surrounded by a dark crust from flour, have for instance evolved in the past years to include chocolate and green tea flavours, and having even a jelly crust instead of a flour crust. A typical traditional Malay baked good, the kuih bahu, which is a small sweet and soft cake made of flour, eggs and sugar and baked in a flowery shape, has been enriched with chocolate flakes and sometimes also durian taste. Instead of the traditional flowery shape, shapes of fish have also been seen.

Figure 5: Cakes in shapes of whole fruits and baked goods which combine local and western flavours



2.4. Business Operations

Unlike in Europe where the necessary knowledge and skills go mostly from one generation to the next, especially in long-standing and conventional family-owned bakeries, many bakeries and cafés in Malaysia are mainly investor-owned, who hire a baker and team to manage and run the operations. European bakeries usually have a so-called master baker, who himself had been trained and has been working in the respective bakery for years, and who has under him several bakers as well apprentices who will be equipped with necessary bakery skills for the years to come. Thus, bakery skills and expertise are passed on and maintained in the bakery, even if any of the bakers decides to leave.

In Malaysia, the owner or investor who comes with the necessary capital and business ideas often may not have baking expertise and know-how and is fully dependent on his or her employees, whom he has hired to run the operations. Especially in larger bakeries, many of those hired for production lines are untrained foreign workers who then only receive training in specific areas of the baking process. This naturally comes with the risk that when the hired lead baker or trained managerial staff who leads the baking team leaves the company, he or she takes with him the knowledge. In the worst case, the bakery or café owner will have to shut down operations if no suitable new baker or team can be hired in time.

Often, the investors of a bakery business are also family members or a group of friends, of whom one may have baking knowledge and skills. Other family members or friends who see the potential in the business then bring up the necessary capital. Boutique bakeries are then established along with some fashionable trends and contemporary designs to attract customers.



Many bakeries, who can afford to do so, also work with foreign chefs, bakers and even consultants as a first step, so as to train their local staff with knowledge of the whole production process and to produce quality baked goods. Expertise and skills are then passed on to the local baking team with time. Sometimes foreign experts are also kept as part of the team in the long run to ensure authenticity and quality of the baked products. In general, fresh quality baked goods are considered pricey in Malaysia. One single fresh cheese bun may cost as much as a whole loaf of industrial packaged wholemeal bread. However, good products readily find a consistent consumer base that is willing to spend the money in exchange for taste, indulgence and experience.

This shows that the Malaysian bakery and flour confection industry is continuously evolving in terms of ideas, new creations and flavours as consumers are willing to try new products and tastes.

The background features a complex geometric pattern of overlapping triangles and lines in various shades of blue. A large, solid blue triangle is positioned on the right side, pointing downwards. In the top right corner, there is a cluster of smaller triangles in different shades of blue, including a dark blue triangle. The overall design is modern and technical.

TECHNOLOGIES

03



3.1. Technologies in the Market

Only very few technology and machinery distributors in the country are specialized in supplying solely bakery technology and machinery, as well as complete solution lines. Other distributors have mostly a mixed portfolio which includes other kitchen machinery and equipment, and even machinery for other industries as well. Even bakery ingredients suppliers, training institutes and other bakery-related businesses are sometimes representing a brand they themselves are using for own purposes, if they deem the brand to be good and has potential to be sold on the bakery market to end-users. Within the industry, these brands are then made aware to potential customers by word of mouth.

Taiwanese bakery technology is widely used in Malaysia due to its lower price as compared to European technology, e.g. from Germany, France, UK and Italy. A full range of European bakery kitchen machinery and equipment is estimated to cost twice as much as a full range of equipment from Taiwan. In comparison, a full range of Chinese machinery and equipment is expected to cost about half the price of that from Taiwan. In addition to foreign brands, the Malaysian market also has local machinery manufacturers. Lian Huat, based in the southern part of the country in the State of Johor, would be an example. The company with a history of close to 50 years specializes in bread-making machines, but also manufactures various types of other machines. Another local firm that manufactures bakery machinery and equipment is Berjaya Steel Products.

Larger companies with several baked good outlets prefer to buy the full range of machinery from one vendor, since it is more convenient to refer to the same provider in all relevant issues pertaining to the purchase, also with regard to after-sales service and maintenance issues. However, smaller outlets would often buy machines from different vendors and assemble these to the production line they deem necessary, depending on the prices of the individual machines.

The choice of machinery and equipment is also largely dependent on the range of bakery products to be offered and also on whom the lead baker and/or team of bakers have gained their knowledge from. Bakery expertise in Malaysia is to a large extent Taiwanese-influenced with a great variety of soft bread and buns offered. If the baker is trained in this field, he or she would probably have worked with and is familiar with Taiwanese bakery technology and would recommend such for a new set-up or expansion purposes. In comparison, if the baker has, for example undergone French bakery training, is familiar with French pastries, croissants and baguettes etc., and has worked with French or other European machinery, he or she is likely to recommend these machinery and equipment when hired to lead a new set-up.

According to industrial players, new start-up bakeries and smaller suppliers usually go for the more cost-effective range of bakery equipment, such as from Taiwan and China. It is estimated that currently about 70% of the bakeries are using the more cost-effective machinery, while about 30% would use higher-end products. Of these 30%, half would go for Japanese machinery while the other half would go for European products. The business-owners who decide in favour of European technology and machinery are mostly those – regardless of whether they themselves have bakery experience or not – who have been exposed to the western lifestyle, having studied, worked or lived abroad for quite some time.

Table 2: European brands offered on the Malaysian market

European Brands	Products Offered	Country
Matériel boulangerie Bongardd	Mixers, Dough Dividers, Moulders, Proofers, Oven, Blast Freezers, Miscellaneous (Water cooler)	FR
MÉRAND Mécapâte	Dough Dividers, Moulders, Bread Lines	FR
Eurofours	Proofers	FR
Panem	Proofers, Blast Freezers	FR
ESCHER MIXERS srl	Mixers, Miscellaneous	ITA
Vitella S.r.l. Unipersonale	Dough Dividers, Pastry Lines	ITA
Tekno Stamap	Dough Sheeters	ITA
Gemm S.r.l.	Proofers, Blast Freezers	ITA
Europa S.r.l.	Oven	ITA
UNOX S.p.A	Oven	ITA
Zanolli	Oven	ITA
Canol S.r.l.	Doughnut Fryers, Pastry Lines	ITA
Daub Bakery Machinery bv	Dough Dividers, Cutters & Slices, Pastry Lines, Bread Lines	NL
KOMA Koeltechnische Industrie B.V.	Blast Freezers	NL
Fortuna Maschinenbau Holding AG	Dough Dividers, Bread Lines	GER
KRUMBEIN rationell GmbH&CoKG	Cutters & Slices	GER
König Maschinen Gesellschaft m.b.H.	Dough Dividers, Bread Lines	AT
Revent International	Proofers, Oven	SE
Sveba Dahlen AB	Oven	SE
MONO Equipment	Depositors	UK
DIOSNA Dierks & Soehne GmbH	Dough mixer	GER

Source: Secondary Research



Customers for bakery machinery and equipment do not only comprise of commercial and smaller independent bakeries, high-end hotels, cafés and outlets with own production lines, but also ingredient manufacturers and suppliers who use the equipment to demonstrate how to use their products, as well as bakery schools who use the full range of machinery to train their students.

From secondary research, Table 3 shows the various brands which are being offered in the Malaysian market. It may, however, not be complete or exhaustive. As mentioned above, many other bakery-related businesses may be representing a brand that they themselves are currently using.

3.2. Expectations & Views of Customers

According to local players, the technology in the baking industry does not change that quickly and the chase for new machineries and equipment is considerably slower, as compared for instance to the communication gadgets industry. There might be small technological advancements and new functions development over time but it normally takes years for something completely different to be offered on the market. Thus, bakeries investing in European technology can very well acquire machinery that is renowned for their quality and lifespan that can last for 20 or more years, and need little maintenance. For European machinery, this is certainly a selling point.

However, although European technology and machinery are known for their higher quality with a longer lifespan and higher efficiency, pricing remains a main consideration factor when it comes to making the decision to finally seal a deal. Keeping in mind that business owners or investors may not necessarily have bakery production experience themselves and largely depend on hired staff to run the operation, the financial aspect will play a big role even if the professionals hired to run the bakery may recommend the one or other brand.

Therefore, it is recommended for European technology providers who wish to enter the Malaysian market to familiarize themselves with the prices of other suppliers and find ways to adapt their pricing. As mentioned earlier, European machinery on the market are generally estimated to cost 2-4 times as much as other Asian brands.

Some customers are of the opinion that a long lifespan of the machinery of 20 or more years may not even be necessary as there may be a newer and more efficient technology suited to the needs of the bakery industry and its business environment in the next couple of years, and the customer would actually wish to buy new machinery by then. The reason is that the market environment changes so quickly. Customer base, needs and requirements change so quickly so bakeries would have to be able to cope with the changes and demands. Although some machinery suppliers may argue that the technology will not change that fast, some of their clients believe that the business environment might be very different a few years down the road.

Citing an example, businesses may require several smaller ovens to fulfill their production needs instead of one big one, or they would need to renovate and upgrade their outlets and need to have new machineries to fit in with the new design and concept of their kitchen. Therefore, in addition to pricing, availability of different sizes of the machinery would be another point to consider, especially when manufacturers wish to target smaller independent bakeries. European machinery are currently used mostly by larger companies and chains with many outlets.

European machinery manufacturers also have to note that it takes a longer time to create awareness for European brands, as the bakery market is currently still dominated by Taiwanese-influenced bakery knowledge. It is not uncommon for clients to ask for references of who else is already using the machinery on the market when distributors promote their range of products to them. The more the distributor can show references that certain machinery or technology is already being used in Malaysia, the more the clients are willing to accept them.

As bakeries and other baked goods suppliers have to cater to their clients daily and cannot afford to have down-time of their production line, after-sales service and easy access to support and spare parts are extremely important. Pertaining to European technology, although convinced with its high quality, customers' perception is that currently there is no proper training being provided, and that no immediate help is available during technical issues.

In addition, there is also the concern that there is no easy access to spare-parts. Although local distributors claim to be trained in operating all the brands they carry and can offer fast and efficient customer-training, after-sales service and support, customers tend to think otherwise and expect more. Especially support in maintenance issues and fast access to spare parts could be improved. Customers, who have many outlets, especially when they are located all over the country, have the concern that the distributor may not have enough trained technical staff to go around when the need arises.



EXPERTISE & SKILLS
in Baking

04

Knowledge and skills in the bakery industry in Malaysia can be very traditional, especially when it comes to baking goods special to various local festivities or culture; or influenced by foreign expertise. The local master baker in many independent bakeries may take in apprentices under them, while many larger bakeries – depending on the range of bakery products - also obtain foreign knowledge by hiring a foreign expert who then trains the local team. While these types of training are still fairly common, officially recognized training and certification in colleges and bakery schools have also gained significance in the past years.

There are a number of culinary, bakery and pastry courses offered at local colleges in the market, and in the past few years, bakery schools with a very hands-on approach have also been established. Students at these bakery schools come from all walks of life, such as high-school leavers, diploma and degree holders of bakery, pastry and culinary arts, working professionals from within or outside the industry.

Some of these students find that their former training had perhaps been too theory-focused and choose to continue with programs that offer a more hands-on approach. Some students are even already working as professionals in the industry, who wish to upgrade their skills in certain disciplines of baking and pastry arts and update themselves on the latest trends.

Courses offered at bakery schools mostly take a few months to a year and students are trained in the fields of e.g. breads, French and other pastries, tarts & pies, cookies, wedding and other cakes, petit fours, savoury canapés, etc. Renowned visiting guest chefs are sometimes invited to provide special short courses, which particularly attract also the already working professionals, who wish to obtain new insights.

The fast-growing and changing industry demands hands-on professionals, who need not be trained anymore when they take up their jobs in a bakery, restaurant or hotel, but who come with practical and technical knowledge and are ready to perform straight away. They are expected to not only have bakery skills and know-how of the process and ingredients, but also solid knowledge of bakery machineries to produce optimally baked goods.

Until about 5 years ago, baking skills in Malaysia have not received any international recognition. Following several achievements in international championships, including at the Modial des Sucre – Paris, World Pastry Cup – Lyon, and the Asia Pastry Championship, Malaysia has gained international recognition.

Training in
**TECHNOLOGY &
MACHINERY**

05

Having firm and solid knowledge of the technology and machinery used in the production of excellent baked goods is an essential part of the baker's training. In the larger bakeries and outlets, whole teams of the production staff would have to be properly trained, not only in bakery skills but also in the technical field to obtain the optimum results.

However, when it comes to training on machines, especially where the larger customers with many outlets are concerned, distributors carrying many brands may not have enough technical staff with coaching expertise to go around. Hence, training is usually conducted for a first-line team according to the "train the trainers" method, and these trainers are then expected to pass down their knowledge to the rest of the staff.

Nevertheless, during the process of this passing down of knowledge, some of the knowledge may be lost and staff further down the line may not know how to handle the machinery and equipment properly. The knowledge and training will slowly trickle down, which, most probably is then not as good as being trained by the distributor or even the technology manufacturer.

When it comes to training on machinery and equipment, many end-users are of the opinion that no proper training is being conducted. Current trainings provided by local technology distributors are considered to be insufficient by customers. Just telling the customer how to operate the machinery is perceived as not enough, especially by those who have gone through proper bakery training themselves. For the customers, proper training in using the machine includes demonstrating how to produce a product from the beginning to the end, while elaborating on the different consequences when using different parameters and measurements, such as temperature, duration; amounts of ingredients; as well as safety training and detailed information on the various parts of the machine.

Especially the more expensive technology and machinery are difficult to sell when no detailed elaboration on major and minor differences are given to the customers, the more so when the price is much higher than that of competitors' brands. Currently, this sort of elaboration seems to be somewhat lacking when distributors try to push for more expensive European products, leading to customer's perception, that it is not necessary to go for such an expensive machine when all machines seemingly provide the same functions and results, and that the end-product is going to be more or less the same anyway.

It is also important for the end-user of the machinery to see and test for him- or herself how well the machinery runs. Therefore, it is recommended for European technology providers who wish to enter the Malaysian market to have a display model at their distributor's facilities, which can be operated and demonstrated to the customer. This should also be done in combination with detailed technical and product information for the client's proper understanding of the machinery to justify the higher price. If the customer cannot see and experience the justification of the differences, the end-decision of the customer will be based mainly on pricing.



It is also recommended that the machine manufacturers are directly involved when it comes to demonstrating a technology to the end-users by having, for instance, a regional sales representative on-site who works together with the distributor.

Currently, the demonstrations of running machines are primarily available at exhibitions and fairs, at which machinery and technology suppliers have to compete with hundreds of other machinery suppliers for the attention and time of potential customers. On the other hand, potential customers find that with the large crowds at exhibitions, it is sometimes very challenging for them to obtain detailed information on machinery they might be interested in.

Another interesting point to note for European manufacturers of bakery machinery is that especially in bigger bakeries, most of the personnel working on the production lines may not necessarily be local, and are foreign workers whose knowledge of managing machinery and creating bakery products can be limited. This is sometimes also impeded by language barriers. Moreover, these foreign workers normally do not stay very long in their jobs and tend to quit after 2-3 years. Thus, to send them for proper training on how to handle expensive machinery is probably not the first priority of the business and is considered inefficient by the owner or investor.

Training of these workers are mostly limited to basic operation of the machines. Hence, the machinery must be very simple to operate and understand; and parameters have to be pre-set according to the requirements of the customer to make them as user-friendly and easy as possible. In addition, if things do go wrong on the machines, maintenance and technical support have to be available immediately, so as not to disrupt the bakery business.

The background is a vibrant yellow color. It features a complex geometric pattern of overlapping triangles and lines. On the left side, there are several large, light-yellow triangles outlined in a darker yellow. On the right side, there is a large, solid yellow triangle pointing downwards. In the top right corner, there is a cluster of smaller triangles, some solid yellow and some white with yellow outlines, creating a more intricate pattern.

Potential of Market Entry

06



Although European technology comes with considerably higher prices than other brands on the market, the general perception is that European technology is of superior quality, and bakeries, if price weren't an issue and they could afford it, would actually prefer European technology. Therefore, it is important for European technology providers to be able to accommodate the market in terms of pricing as much as possible. Many bakeries have also not had the opportunity to be well exposed to European technology and thus are not in the position to really compare European technology with other brands on the market. As previously mentioned, the customers need to see and experience for themselves how these machines are operated and what they can do, especially when compared to other technologies. Potential end-users suggest that European technology providers work together with bakery schools in Malaysia to offer a hands-on training module in using European machinery. This will allow proper exposure and understanding of the quality, benefits and advantages of European machinery.

Another way to enter the market in the medium to long run is possibly to place machinery at bakery schools for the usage of the students. Currently, bakery schools in Malaysia are churning out hundreds of certified bakers every year, who then go on to open their own bakeries or cafés, or work with hotels, large outlets and restaurants. The duration of these hands-on certification programs are usually a few months to a year. During this time, students train daily with all the bakery machines in the schools and by the time they leave, they would have been very familiar with, firstly, the brand of the machinery, as well as how to work with the particular technology. Having had the brand consistently made aware to them over several months, it would be natural that when they move on in their careers, they would be more inclined to use the brand that they are familiar with. Some even want to purchase certain smaller machineries during their training period for additional self-training at home, and naturally, they would also be inclined to choose the same brand as the one they are used to in school.

Many a time, the range of bakery products and also the equipment used in a bakery largely depend on how and from whom the bakers have gained their knowledge. If he or she had acquired French bakery expertise and/or had trained with the respective technology, he or she would probably recommend the same technology when opening their own business or when being hired to lead a new operation set-up.

Therefore, offering to place machinery and equipment in a bakery school, where future chefs and bakers enter the world of bakery as probably a first step in their career, may be a very good marketing strategy for European technology suppliers.

Approaching local technology distributors specialized in bakery machinery would be a possibility to enter the Malaysian market. The advantage would be that these distributors already have their customer network and they are always in touch with the on-goings and developments in the local bakery scene. They are familiar with the whole sales process of approaching local customers and providing the sort of information that the customers usually expect. Local distributors would also have their own technical personnel who could guide their customers in the operation of machinery and also offer after-sales technical support fairly quickly.

However, the European manufacturer wishing to enter the Malaysian market should also bear in mind that the distributors may already be representing several brands. Thus, when they approach any new potential customers, they do not exclusively push for a particular brand. Local distributors may also already have their mind-set about certain brands and machinery in terms of how easy or challenging it is for customers to accept them, and would be more inclined to push especially those brands that are already widely used in the market and which would easily find acceptance. Business is, after all, business. Hence, the distribution partner selection becomes crucial and must focus on partners who are motivated and specialized to sell high-end and more expensive niche market products.

Another possibility to consider would be market entry through other bakery-related businesses, such as ingredients and bakery equipment suppliers. As mentioned before, these businesses have also commenced to represent machinery which they themselves are using and/or have found to have potential in the Malaysian market.

It is recommended that European technology providers also work on creating long-term awareness of their brands. This could be done by working with colleges and bakery schools offering bakery courses and certification, and by targeting those who are just stepping into this career field, i.e. bakery students who very probably have not yet been particularly influenced by any technology. These students are the potential future entrepreneurs and professionals in this field. Once they start working with a certain technology and are convinced with it, they will also be more inclined to work with and recommend that technology in the future.



LIST OF COMPANIES

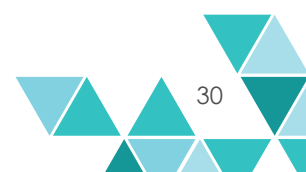
07

7.1. Machinery & Equipment Supplies

Organization/ Address	Contact
MURNI Machinery Sdn. Bhd. 14-2, Jalan Kuchai Maju 10, Kuchai Entrepeneurs' Park, Of Jalan Kuchai Lama 58200 Kuala Lumpur Malaysia	Tel: +603-7980 6363 / 7980 5566 Fax: +603-7980 2929 Website: www.murni.com.my Email: enquiry@murni.com.my
Organization/ Address	Contact
UKI Food Technology Sdn Bhd C15, Jalan 2A, Kawasan Perusahaan Sungai Lalang, 08000 Sungai Petani, Kedah, Malaysia OR No.12, Jalan P2/4, Bandar Teknologi Kajang, 43500 Kajang, Selangor Darul Ehsan, Malaysia	Tel: +604-441 1237 Fax: +604-410603 Website: www.ukifoodtech.com Email: service@ukifoodtech.com Tel: +6016 3344 838
Organization/ Address	Contact
F&B Equipment Sdn Bhd J-5-G to J-5-5, Setiawalk, Persiaran Wawasan, Pusat Bandar Puchong, 47160 Selangor Darul Ehsan Malaysia	Tel: +603- 5882 0020 Fax: +603- 5582 1511 Website: www.fnbequipment.com.my Email: sales@fnbequipment.com.my
Organization/ Address	Contact
Sun Koong Yip Machinery Sdn Bhd 59, Jalan Taming 6, Taming Jaya Industrial Park, 43300 Balakong, Selangor Darul Ehsan Malaysia	Tel: +603- 8961 5045 / 8961 3035 Fax: +603- 8961 5046 Website: www.skybakery.com Email: sun_kyip@hotmail.com
Organization/ Address	Contact
Archer Ascend Marketing Sdn Bhd Lot 9F, Jalan Fimas, Kawasan Perindustrian Fimas, Simpang Balak, 43000 Kajang, Selangor Darul Ehsan, Malaysia	Tel: +603- 8734 8718 Fax: +603- 8734 8728 Website: www.aafmachine.com Email: aafmachine@aafmachine.com
Organization/ Address	Contact
Epsoner F&B Equipment Sdn. Bhd. 47, Jalan 10/91, Taman Shamelin Perkasa, 56100 Kuala Lumpur Malaysia.	Tel: +603- 9200 7727 Fax: +603- 9200 4922 Website: www.epsoner.com Email: info@epsoner.com



Organization/ Address	Contact
<p>Chun Yip Machinery Sdn Bhd 26, JLN PJS 11/8, Bandar Sunway, 46150 Petaling Jaya, Selangor Darul Ehsan Malaysia</p>	<p>Tel: +603- 5621 7054 Fax: +603- 5621 7052 Website: www.cymsb.com.my Email: sales@cymsb.com.my</p>
Organization/ Address	Contact
<p>Lian Huat Bakery Machinery Sdn Bhd P.S. 39, Lot 1921 Jalan Batu Putih 56, Kampung Peserai Kecil Mk 3, Simpang Lima, 83020 Batu Pahat, Johor, Malaysia</p>	<p>Tel: +607- 4138300 / 4138303 / 4130833 Fax: +607- 4137600 Website: asiaep.com/my_com/lianhuat OR lianhuat.com Email: lmhk@tm.net.my</p>
Organization/ Address	Contact
<p>Sinmag Bakery Equipment Sdn. Bhd. No. 16 Jalan PJS 11/18 Bandar Sunway 46150 Petaling Jaya Selangor Darul Ehsan Malaysia</p>	<p>Tel: + 603-5634 7998 Fax: + 603-5634 9586 Website: www.sinmag.com Email: chefalan@sinmag.com.my</p>
Organization/ Address	Contact
<p>Firmtec Engineering (M) Sdn Bhd 6F-19, IOI Business Park, 1, Persiaran Puchong Jaya Selatan, Bandar Puchong Jaya, Selangor Darul Ehsan Malaysia</p>	<p>Tel: + 603-8076 2577 Fax: + 603-8071 1577 Website: www.firmtec.com.my Email: david_chong@firmtec.com.sg</p>



7.2 – Ingredients Supplies/Wholesalers/Manufacturers

Organization/ Address	Contact
AMIPLUS Sdn Bhd 665-H, Jalan Bukit Melaka 1/5, Taman Bukit Melaka, Bukit Beruang, 75450 Melaka Malaysia	Tel: +606- 231 1266/ 231 3075 Fax: +606- 231 3075 Website: www.amiplus.com.my Email: admin@amiplus.com.my
English Hotbreads (SEL) Sdn. Bhd. 1,3,5, Jalan Emas Satu, Taman Emas 43200 Cheras, Selangor Darul Ehsan Malaysia	Tel: + 603-9076 5515 Fax: + 603-9076 7176 Website: www.ehb.com.my Email: jun.soh@ehb.com.my
Bake With Yen Sdn Bhd No. 30 & 32, Persiaran Puteri Satu, Bandar Puteri, 47100 Puchong, Selangor Darul Ehsan, Malaysia	Tel: + 603-8060 1828 Fax: + 603-8061 0828 Website: http://bakewithyen.my Email:
Bake Well Supplies Sdn Bhd 15&16, Jalan Bandar, Taman Melawati, 53100, Kuala Lumpur, Malaysia	Tel: + 4162 1065 Fax: Website: www.bakewell.com.my Email: bwsmal@yahoo.com
House of Ingredients No.19, Jalan Gangsa SD5/3F, Sri Damansara, Kuala Lumpur, Malaysia	Tel: + 603-6274 2262 Fax: + 603-6277 6215 Website: http://hoibaking.my Email: hoievery1canbake@gmail.com
AB Mauri Malaysia Sdn. Bhd. Lot 4185 Kapung Baru Balakong 43300 Balakong, Selangor Darul Ehsan Malaysia	Tel: + 603-8961 2864 Fax: + 603-8961 1373 Website: www.abmauri.com.my Email: kwsong@abmauri.com.my
Bagus Marketing Sdn. Bhd. 52-54 Jalan Rugbi 13/30 Seksyen 13 40100 Shah Alam Selangor Darul Ehsan Malaysia	Tel: + 603-5511 0688 Fax: + 603-5511 0689 Website: www.bagus.com.my Email: sourcing@bagus.com.my



Organization/ Address	Contact
Oleofine Marketing Sdn. Bhd. No. 44 Jalan Anggerik Vanilla W31/W Seksyen 31 Kota Kemuning 40460 Shah Alam Selangor Darul Ehsan Malaysia	Tel: + 603-5124 9323 Fax: + 603- 5124 8323 Website: www.oleofine.com.my Email: info@oleofine.com.my
Organization/ Address	Contact
Pastry Pro Sdn. Bhd. 8 & 10 Jalan 3/37A Taman Bukit Maluri Industrial Area Kepong 52100 Kuala Lumpur Malaysia	Tel: + 603-6272 1155 Fax: + 603- 6272 1188 Website: www.pastrypro.com.my Email: marketing@pastrypro.com.my
Organization/ Address	Contact
Puratos Malaysia Sdn. Bhd. Lot 8 Jalan 2/32A Mukim Batu Batu 6 ½ Jalan Kepong 52000 Kuala Lumpur Malaysia	Tel: +606- 6259 3230 Fax: +606- 6259 3231 Website: www.puratos.com.my Email: info@puratos.com.my
Organization/ Address	Contact
Trans Standard International Sdn Bhd. 27-31 Jalan Pandan Mewah 3/2 Hata Industrial Park Taman Pandan Mewah 68000 Ampang Selangor Darul Ehsan Malaysia	Tel: +603- 4294 2810 Fax: +603- 4294 2790 Website: www.transtd.com Email: info@transtd.com
Organization/ Address	Contact
Venturi Enterprises 45 jalan Kebudayaan 1A Taman Universiti 81300 Skudai Johor Darul Takzim Malaysia	Tel: +607- 520 3923 Website: www.venturienterprises.com Email: info@venturienterprises.com

7.3 – Major Retailers

Organization/ Address	Contact
Cold Storage (Store in KLCC mall) Concourse Level, A2, Jalan Ampang 50450 Kuala Lumpur, Malaysia	Tel: +603-21 66 2370 Fax: +603-2166 2375 Website: www.coldstorage.com.my
Organization/ Address	Contact
ISETAN (Store in KLCC mall) Suria KLCC Kuala Lumpur City Centre 50088 Kuala Lumpur, Malaysia	Tel : +603-2382 7777 Fax : +603-2382 6666 Website: www.isetankl.com.my
Organization/ Address	Contact
Presto Supermarkets (Store in CITTA mall) LG-01, CITTA Mall, Jalan PJU 1a/48, Ara Damansara, Petaling Jaya, Malaysia	Tel: +603-7629 5511 Fax: +603-7629 5510 Website: https://presto.my
Organization/ Address	Contact
AEON BiG (Store in Midvalley mall) AT1 Mid Valley Megamall, Mid Valley City, 58000 Kuala Lumpur, Malaysia	Tel: 1300 80 2366 Website: http://aeonbig.com.my
Organization/ Address	Contact
Giant Hypermarket Shah Alam Stadium, Mezzanine Floor Lot 2, Persiaran Sukan, Seksyen 13, 40100 Shah Alam, Selangor, Malaysia	Tel: +603-5544 8888 Fax:+603-5544 8646 Website: www.giant.com.my
Organization/ Address	Contact
Tesco Stores (Malaysia) Sdn Bhd Head Office, Level 3, No.3, Jalan 7A/62A, Bandar Menjalara, 52200 Kuala Lumpur, Malaysia	Tel: +603-6287 6000 Website: www.tesco.com.my



7.4. – Training Institutes

Organization/ Address	Contact
Academy of Pastry Arts Malaysia Lot 2-A, 2nd & 3rd Floor, Wisma Thrifty No. 19, Jalan Barat, 46200 Petaling Jaya Selangor Darul Ehsan, Malaysia	Tel: +603-7960 3846 / 7960 3845 Fax: +603-7960 3848 Website: www.academyofpastryartsmalaysia.com Email: director@academyofpastryartsmalaysia.com
Organization/ Address	Contact
Malaysian Institute of Baking No 11, 13 & 15, Jalan 52/8, New Town, 46200 Petaling Jaya, Selangor Darul Ehsan, Malaysia	Tel: + 603-7956 9011 Fax: + 603-7954 1557 Website: www.mib.edu.my Email: enquiry@mib.edu.my
Organization/ Address	Contact
ECOLE DE PATISSERIE SDN. BHD. (SCHOOL OF PASTRY & CULINARY ARTS) 11A (Ecole's Office) & 17-1, 17-2 Jalan PJU 8/5A Bandar Damansara Perdana 47820 Petaling Jaya, Selangor Darul Ehsan, Malaysia	Tel: + 603-77221 621 Fax: + 603-7726 6362 Website: http://ecole.com.my Email: info@ecole.com.my
Organization/ Address	Contact
Sugarcraft Baking Academy No.70, Jalan Radin Tengah, Bandar Baru Seri Petaling, 57000 Kuala Lumpur Malaysia	Tel: + 603-9058 7910 Fax: + 603-9057 6558 Website: www.sugarcraft.edu.my
Organization/ Address	Contact
Quenary Academy 10 Jalan Omar 83000 Batu Pahat Johor Darul Takzim Malaysia	Tel: + 607-438 4899 Fax: + 607-438 8098 Website: www.quenary.com Email: info@quenary.com
Organization/ Address	Contact
Silver Chef Creations Sdn Bhd Lot 2-7 & 2-8, PV 128, Jalan Genting Kelang, 53300 Kuala Lumpur, Malaysia	Tel: + 603-4131 7228 Fax: + 603-4144 2322 Website: www.silver-chef.com Email: silver.chef@yahoo.com

Organization/ Address	Contact
Harold's Academy 6 Jalan Kenari 6, Bandar Puchong Jaya, 47100 Puchong, Selangor Darul Ehsan Malaysia	Tel: + 603-5882 9096 Fax: + 603-5882 9086 Website: www.haroldsacademy.com Email: edu@haroldsacademy.com
Organization/ Address	Contact
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7.5 - Others

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