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# MSM Malaysia Holdings Bhd looking to revive sugar cane plantations in Malaysia

Published on: Monday, May 12, 2025

By: Bernama



MSM Malaysia Holdings Bhd is exploring the potential of alternatives such as palm sugar to reduce its sole dependence on sugar cane. (Bernama pic)

**KUALA LUMPUR:** Refined sugar producer MSM Malaysia Holdings Bhd (MSM) is planning to restart domestic sugar cane plantations to reduce its complete dependence on imported raw sugar.

MSM group CEO Syed Feizal Syed Mohammad said this would also address the increasing global risks such as climate change, geopolitical tensions, and supply chain disruptions.

"Yes, MSM currently depends 100% on imported raw sugar, but in the future, God willing, MSM is conducting studies to restart sugar cane agriculture in Malaysia," he said on Saturday's Bual Bisnes programme on Bernama TV.

Syed Feizal said Sarawak and the northern states of Peninsular Malaysia had been identified as suitable locations for large-scale sugar cane plantations.

MSM had operated about 4,000 hectares of sugar cane plantations in Chuping, Perlis, since the 1970s, but operations were halted as the scale was not economically viable.

The company is also exploring the potential of alternatives such as palm sugar to reduce its sole dependence on sugar cane.

Syed Feizal said this approach could meet consumer needs and taste preferences in the Asia-Pacific region.

"In Europe, sugar beet is used as an alternative raw material source, but it does not suit the taste preferences in this region's markets.

"We may conduct studies on palm sugar from nipah coconut and other sources. Perhaps not on a large scale, but God willing, it will satisfy consumers who prefer the taste of palm sugar," he said.

Syed Feizal added that exploring alternative sources was part of MSM's long-term strategy to enhance supply chain resilience and adapt to changing market trends.

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HEADLINE	MSM Malaysia Holdings Bhd looking to revive sugar cane plantations in Malaysia
MEDIA	Daily Express - Online
DATE	12 May 2025
BY	-
LINK	<a href="https://www.dailyexpress.com.my/news/258181/msm-malaysia-holdings-bhd-looking-to-revive-sugar-cane-plantations-in-malaysia/">https://www.dailyexpress.com.my/news/258181/msm-malaysia-holdings-bhd-looking-to-revive-sugar-cane-plantations-in-malaysia/</a>