



# MSM looking into new income channels

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**KUALA LUMPUR** — MSM Malaysia Holdings Bhd, Malaysia's largest sugar producer, will look into finding new streams of income to increase its revenues, with a focus on the strengthening the management of its supply chain, its CEO Datuk Sheikh Awab Sheikh Abod said.

He said that some of the new activities it is exploring include venturing into foreign markets via strategic acquisitions and reviving upstream activities.

"It is part of MSM's long term goal to leverage on both the synergistic relationship with our parent company, Felda Global Ventures Holdings Bhd (FGV)," he said.

MSM's technical expertise in the sugar refining industry will be put to good use with the company tapping into the growing regional demand for sugar.

This, the CEO said, will be one of the company's focus, as it sees opportunities and potential in Indonesia and Indochina.

MSM has signed a memorandum of understanding (MoU) with Al Khaleej International to strengthen its investment in the hospitality sector abroad.

"The food and beverages industries will remain our core market focus and for the recent updates, we are looking to finalise all details and move beyond the (MoU) with Al Khaleej International," said Sheikh Awab.

Last year it posted a pre-tax

profit of RM359 million on the back of a RM2.2 billion revenue.

The group's shareholders will receive a final dividend of 14 sen per share, which amounts to RM98.4 million.

According to the company's latest annual report, both MSM's refineries in Seberang Prai and Perlis are increasing production capacity to 87 per cent and 95 per cent respectively, enabling MSM to raise annual production capacity from 1.1 million tonnes to 1.2 million tonnes by end-2014.

The company foresees demand for sugar from 2015 onwards to outstrip supply, and sugar prices to rise, and plans to build a fourth warehouse at its Seberang Prai refinery to raise raw sugar storage capacity.

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Sheikh Awab (centre) with Raja Faridah Raja Ahmad CFO and Mohamad Amri Sahari Deputy CEO at the AGM. — Picture by Azinuddin Ghazali