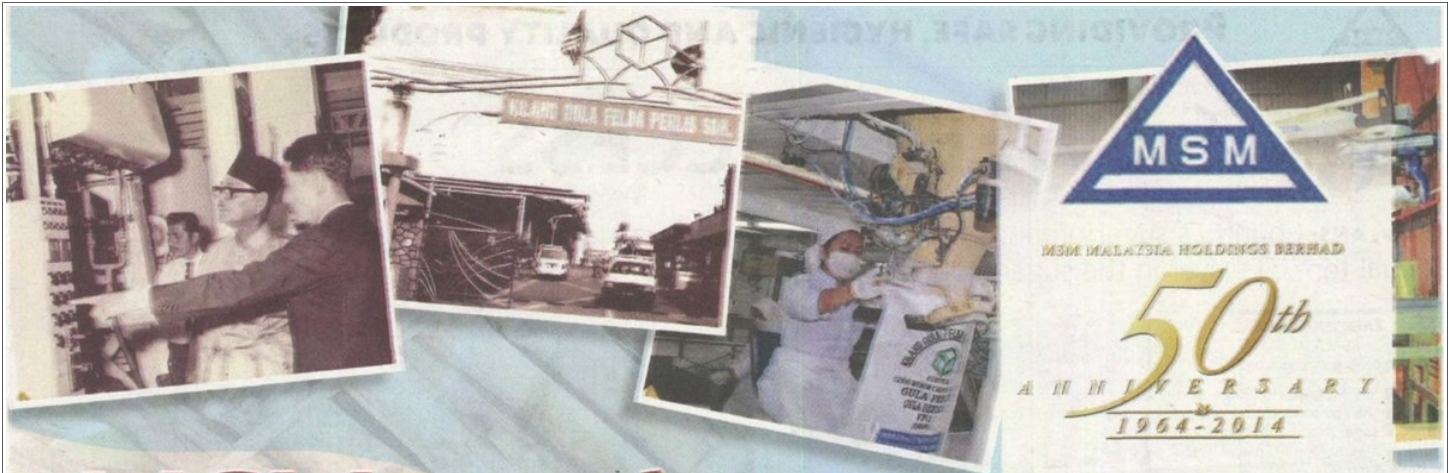


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MSM ready to conquer the world



FROM a humble mission of making Malaysia self-sufficient in the production of sugar 50 years ago, MSM Malaysia Holdings Bhd is set to become a global top 10 player in the sugar industry by 2020.

Indeed, sweeter days lie ahead for the company which is already the second largest standalone sugar refiner in Asia.

Its brands such as Gula Prai and Gula Perlis have long been household names among Malaysian consumers. MSM is ready to conquer the world.

The sugar arm of Felda Global Ventures Holdings Bhd is looking to expand both upstream and downstream.

It is rebranding itself to reflect its ambitions, potential and growing brand equity. The excellent local company which started with a sugar refinery at the bank of Prai River in Penang in 1964 is well on its way to emerged as a worldclass player.

1993 Fiber washing

1992 Weaving and spinning

1988

1987

1986

1984

378

2000

The No. 1 Selling Brand in Malaysia

The No. 1 Selling Brand in Malaysia

MALAYAN SUGAR MFG. CO. BHD.