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ABOUT THE MASTHEAD

The Mackerel masthead subtly combines graphic images of the compass, sky and vast ocean to symbolise our sea-faring tradition and growth to become a leading distribution, manufacturing and engineering group in South East Asia. The ripples reflect the expanding and international character of our organisation and the communication function of this newsletter.

Jebsen & Jessen Packaging Opens New Factory

Second facility in Vietnam to support the growing manufacturing hub

By Anthea Ho, Malaysia



A second manufacturing facility expands Jebsen & Jessen Packaging's footprint in Vietnam.

Mar 2017 Jebsen & Jessen Packaging has announced the opening of its second facility in Vietnam. Sitting on a built-up plot of land spanning 10,000 square meters, the new facility represents an investment of S\$4.2 million (US\$3 million) into the local economy.

The new plant will work alongside Jebsen & Jessen Packaging's existing factory in Que Vo Industrial Park, which is dedicated to the production and storage of Vacuum Forming Plastic and integrated packaging solutions.

Commenting on the move, Chui Tau Siong, Regional Managing Director of Jebsen & Jessen Packaging said: "It's amazing to see the continued growth of Vietnam! This is a dynamic market and our investment in a second facility here reflects our commitment to offer reliable and high quality packaging services for local customers."

The packaging sector plays an essential part in Vietnam's economy, providing much-needed containers, protective casings and pallets to ensure that locally-manufactured high-value electronic and consumer goods are kept safe while being shipped to customers around the world.

Present in Vietnam since 2006, Jebsen & Jessen Packaging is the market leader in North Vietnam servicing customers such as Canon, Brother Industries and Samsung Electronics. It is also active in Singapore and Malaysia, employing a total of over 850 employees across the three countries and providing total packaging solutions with a range of materials including foam, PP Danpla, paper pulp, wood and PET.



The facility includes a VF production area spanning over 2,500 square meters.

HIGHLIGHTS

BUSINESS

Strategic Changes for Offshore

Jebsen & Jessen Offshore's Equipment and Response businesses get a new home in Oil States Industries

By Anthea Ho, Malaysia

Jan 2017 Ever since the drastic drop in oil prices, the global oil and gas industry has been facing a difficult and complicated future. This has inevitably impacted the Jebsen & Jessen (SEA)'s Offshore business as well.

Amid unfavourable market conditions, the Group has made every effort to explore alternative business opportunities and new markets, but it has become clear that the size of its Offshore operations is no longer sustainable. This has forced the Group's Offshore business to restructure.

It has entered into an agreement with US-based company Oil States Industries, Inc. for Oil States to take over part of the Jebsen & Jessen Offshore business.

The Offshore business consists of the Equipment, Response and Offshore Cables (operating under the brand name of Cables International) operations. Going forward, the Offshore Cables business will remain the sole part of Jebsen & Jessen Offshore while the Equipment and Response businesses will be transferred to Oil States. The transfer process started in January and will be completed by April this year.

"The Jebsen & Jessen Offshore strategy going forward will focus entirely on the cables segment of the market. Occupying a meaningful market position and having been successful in securing several key orders in 2016, the Offshore Cables business is well positioned for the future. This new business setup is a necessary consequence of the market situation we are in. We are aware that it brings about significant change to many of our colleagues and the Group is doing its utmost to ensure the best possible situation for every member of the team," said Per Magnusson, Executive Vice Chairman, Jebsen & Jessen (SEA).



Jebsen & Jessen (SEA) Executive Vice Chairman Per Magnusson (right) with Walter Billiot, Group Director, Business Development, Oil States Industries Inc.

BUSINESS

Growing its Presence in Hong Kong

Jebsen & Jessen Technology – Industrial Services secures two new contracts from Hong Kong rail operator

By Jeffrey Yam, Singapore



The Underfloor Wheel Lathe commissioned by MTR Corporation.

Dec 2016 Jebsen & Jessen Technology is successfully growing its business relationship with MTR Corporation. It has recently clinched two new contracts with a order value in excess of S\$6 million from the Hong Kong rail operator. This adds to the five major orders that the team has won from the same customer since 2012.

Under the new contracts, by 2018, Jebsen & Jessen Technology would have supplied, installed and commissioned a Train Wash Plant for a metro depot and a Tandem Underfloor Wheel Lathe plus Electric Shunter for the high-speed rail depot.

Commenting on the win, Division Regional Director Jeremy Chee said: "Today's double victories are a testament to our relentless efforts in maintaining a strong presence in Hong Kong. We are humbled by the results and will continue to do better."

Department Manager of the Railway Team Darrell Ang shares this achievement with his colleagues from the Project & Sales teams. As he put it, "Despite the occasionally tough terrain, you have all displayed a strong desire to do your best and earn the trust of our customers. Keep it up!"

BUSINESS

Making Inroads in the Railway Sector

MHE-Demag partners major industry players to deliver efficiency throughout the railway value chain in Indonesia

By Fifi Amaliawati, Indonesia



MHE-Demag supports KALOG, and Indonesia's railway sector, with portal cranes.

Jan 2017 MHE-Demag has been selected as a partner to PT. Kereta Api Indonesia (PT. KAI), a state-owned company, which, together with its affiliated companies, manages Indonesia's rail transportation network.

Making sure that its trains run smoothly is critical for PT. KAI. For this, PT. KAI's maintenance division has chosen MHE-Demag's robust lifting equipment.

MHE-Demag has also supported other players in the industry, including PT Industri Kereta Api (PT. INKA), another state-owned railway company that relies on MHE-Demag's trusted cranes to produce train coaches efficiently as well as PT. Kereta Api Logistic (PT. KALOG), a logistics distribution service provider that uses MHE-Demag portal cranes to shift containers from one track to another.

As Indonesia continues to invest in strengthening its railway infrastructure, which includes plans for more train services in Java by 2025, MHE-Demag is confident of, and committed to, supporting railway companies as they grow their business.

BUSINESS

Lifting the Future of Energy

MHE-Demag supplies customised hoisting solution to one of the world's largest LNG production facilities

By Segar Supramaniam, Malaysia

Feb 2017 Malaysian oil and gas giant Petronas has enlisted the help of MHE-Demag to expand its Liquefied Natural Gas (LNG) facility in Bintulu, Sarawak with the construction of new storage and processing plants. For the integrated, world-class complex, which is also one of the world's largest LNG production facilities in a single location, MHE-Demag has been entrusted to supply an MHE Explosion Proof Slewing Jib with an outreach of 13 meters and a lifting height of 60 meters. The contract was awarded by Toyo Kanetsu Sdn Bhd, the Japanese engineering company overseeing part of the expansion works.

MHE-Demag's outdoor Slewing Jib comes with a unique combination of 6.8-tonne Explosion Proof Electric Hoists and 10-tonne Explosion Proof Manual Chain Blocks. Installed at the roof level of a LNG storage tank, the Slewing Jib will be used for general maintenance and other repair works. The overall Slewing Jib structures are designed to withstand harsh marine conditions. For safer hoist maintenance, a ladder and walkway platforms have also been included.



MHE-Demag is proving itself to be a forerunner in the oil and gas industry.

BUSINESS

Paving the Way in Myanmar

JJ-Pun Tiostone secures S\$1.7 million contract as part of the expansion of the Yangon Port in Thilawa, Myanmar

By Julian Stefan, Myanmar

Feb 2017 The latest success story of JJ-Pun Tiostone comes with the signing of an agreement with Toyo Construction from Japan, on a S\$1.7 million deal in regards to concrete paving blocks. Under Myanmar Port Authority, the project will work on the expansion of Yangon Port in Thilawa (Phase I) with a surface exceeding 75,000 square meters. The work is scheduled to start in June 2017 and should reach completion before the end of 2018.

The decision to work with JJ-Pun Tiostone stemmed from the company's reliability, but also its capability to deliver materials of high technical performance, which will be essential for Toyo Construction's heavy-duty site. The agreement marks the beginning of the next chapter in a successful relationship, which was initiated in 2015.

The JJ-Pun Tiostone concrete block factory is JJ-Pun's first manufacturing facility in Myanmar. Bringing together the technical know-how of joint venture partner Tiostone Holdings from Hong Kong and the local knowledge of JJ-Pun, the business, which started operations in 2014, supplies the local construction sector with safer, more reliable and more aesthetically-pleasing hollow and paving blocks.



JJ-Pun Tiostone offers reliable, complete solutions for mega-construction projects.

BUSINESS

First Hybrid Fairway Mower

Jebsen & Jessen Technology – Turf & Irrigation brings the TORO Reelmaster 5010H Hybrid Mower to Thailand's Rajamangala National Stadium

By Sophin Mahattanan, Thailand



The Turf & Irrigation division provides high technical performance materials and effective solutions for the fairway sector.

Jan 2017 Jebsen & Jessen Technology – Turf & Irrigation Division in Thailand (JJTT) has successfully delivered the TORO Reelmaster 5010H Hybrid Mower to the Thailand National Football Stadium.

The Reelmaster 5010-H is the industry's first and only fairway mower with a true hybrid drive system, which was developed by PowerMatch Technology and is exclusive to TORO. It enables the mower to seamlessly match the power generated to the power required for traction and cutting based on the mowing conditions. Being 'energy smart', it achieves an average 20% fuel savings without compromising power — the Reelmaster 5010H delivers over 40 horsepower on-demand and 24.8 horsepower for climbing steep hills, verticutting or scalping.

Working closely with the customer, Links Golf Services, the JJTT team recommended the Reelmaster 5010H Hybrid Mower for the National Stadium's fairway. With JJTT's industry expertise and TORO's strong reputation, Links Golf Services agreed without delay.

The Rajamangala National Stadium is the national stadium of Thailand and the home stadium of its national football team. The 65,000-seater stadium has hosted several international FIFA matches and was the venue of the 1998 Asian Games.

BUSINESS

When Business and Research Meet

JJ-Lurgi partners Universiti Teknologi MARA in Malaysia to further technology research and development in the edible oils industry

By Lim Si Howe, Malaysia



UiTM Vice Chancellor Yang Bahagia Professor Emeritus Dato' Dr Hassan Said and JJ-Lurgi's Director of Technology Fredrik Pomrehn finalising the cooperation agreement.

Dec 2016 JJ-Lurgi has approached Universiti Teknologi MARA (UiTM), the largest higher education institution in Malaysia, to cooperate on a competency development programme to improve the fractionation process technology for the edible oil industry.

Detailed discussions have been held between Dr Nornizar Anuar and her team from UiTM's Department of Chemical Engineering and the JJ-Lurgi team headed by Process Development Manager Tan Hui Ngi and supported by Wong Mun Kit, Process Manager – Edible Oils Technology and Fong Kim Tim, Senior Solutions Engineer. This led to the establishment of a laboratory test programme to further develop JJ-Lurgi's edible oil fractionation process technology.

Both parties stand to gain from this arrangement, with UiTM obtaining valuable industrial insights and JJ-Lurgi receiving access to world-class research facilities. A signed non-disclosure agreement also protects both parties' intellectual property.

For JJ-Lurgi, this is the first step in a journey to build synergistic relationships with various partners in academia, in order to drive innovation and grow technical competence within the industry.

BUSINESS

Growing in a Big Way

JJ-Lurgi delivers its largest winterisation plant to-date in China

By Anthony Chang, Malaysia

Dec 2016 JJ-Lurgi secured a significant project towards the end of 2016. The team was entrusted by a client from the Shaanxi Province of China to deliver a 450 TPD Rapeseed Oil Refinery.

This plant also comes with a 400 TPD winterisation section. The winterisation process (or dewaxing as it is commonly known as) is a process of removing wax that are dissolved in oils like sunflower and rice bran oil. During the winter season, these oils will appear hazy due to the precipitation of the dissolved waxes. The winterisation process is therefore essential in dewaxing the oils so that they appear clear even during the coldest months.

This winterisation plant is by far the largest capacity one that JJ-Lurgi has ever built. It marks another milestone in its continuous growth in China, its second largest market after Indonesia. The project is expected to be completed by the second quarter of 2017.



JJ-Lurgi continues building success in China.

EVENTS

Exhibitions & Tradeshows Around the Region

Malaysia: MHE-Demag goes to MOGSEC 2016

By Segar Supramaniam, Malaysia



MHE-Demag shares its expertise with the oil and gas industry.

Sep 2016 MHE-Demag, Malaysia participated in the Malaysia's biggest oil and gas exhibition, MOGSEC 2016 (Sep 28 – 30, Kuala Lumpur). It was a great opportunity for visitors to get a first-hand feel of MHE-Demag, Malaysia's Explosion Wire Rope Hoists and JDN Air Hoists. Anvar Kasimov, Regional Product Manager for the explosion proof portfolio, was also a speaker at the tradeshow.

Indonesia: E2E Solutions for Building Automation

By Eva Puspita, Indonesia



The seminar attracted many developers and contractors from multinational and local companies alike.

Dec 2016 PT JJ-Lapp Cable SMI (JJLSMI) hosted a seminar and networking event to introduce the Ölflex Connect system and penetrate the building automation market in Indonesia. The event (Dec 15, Jakarta) was well attended by building developers, contractors and consultants. Themed "High End Connectivity Solutions for Building Automation", the event was timely given that high-rise buildings continue to sprout in Indonesia.

Vietnam: Ingredients at VIETSTOCK 2016

By Wong Zhun Chea, Malaysia



The key ingredients for success in Vietnam.

Oct 2016 Jebsen & Jessen Ingredients Vietnam (JJIV) together with six world-class principals (ECO Animal Health, Hamlet Protein, Amlan, Corbion, FF Chemicals and Kerry) participated in VIETSTOCK 2016 (Oct 19 – 21, Ho Chi Minh City). At the country premier's exhibition, JJIV delivered four technical presentations from Hamlet Protein, Corbion, Amlan, and ECO Animal Health to share its industry knowledge with visitors.

Indonesia: Technology & Ingredients at PALMEX

By Budiyanto Warino, Indonesia



A proud showcase of the latest products from the Pumps and Ingredients divisions.

Oct 2016 Jebsen & Jessen Ingredients and Jebsen & Jessen Technology Indonesia's Pump and Turf & Irrigation Divisions jointly participated in PALMEX Indonesia 2016 (Oct 4-6, Medan). At the tradeshow, which is the only specialised palm oil event in Asia, they debuted their new strategic partner Blue Sky Wuxi Weite New Energy, China. Visitors were also introduced to a suite of solutions including Sodium Methylate Solution SMO from Blue Sky.

INNOVATION

Towards a Smoother and Safer Ride

Jebsen & Jessen Packaging creates the first EPP-enforced seats for Toyota Hilux in Malaysia

By Kong Yu Toon, Malaysia



Accelerating the pace of innovation – Jebsen & Jessen Packaging equips Malaysia with the first EPP-enforced car seat.



Jebsen & Jessen Packaging's innovative new solution for the market.

Dec 2016 Jebsen & Jessen Packaging, Malaysia (JJPM) Nilai continues to make successful inroads into the automotive industry after winning a major contract to supply foam components to the Subaru Forester earlier this year. Most recently, it has succeeded in securing a contract to supply the base of the rear seat for the new Toyota Hilux.

The JJPM Nilai product features the integration of a wire frame and is moulded with an EPP (expanded polypropylene) encapsulation. This creates an anti-submarine effect to protect passengers from hitting their backs against the metal base under the seat belt in the event of collision, and has earned the product a five-star rating from industry body New Car Assessment Programme (NCAP).

In addition to enhanced safety and comfort levels, the product also significantly reduces the total weight of the car seat by more than 10%. This enables greater fuel efficiency and acceleration thanks to a higher power-to-weight ratio.

This product is the first of its kind to be mass produced in Malaysia for the automotive market and is a perfect fit for the new Toyota Hilux, which has been recently introduced with major technical changes that deliver significant improvements in safety and fuel efficiency.

The Toyota Hilux is one of the most popular pickup trucks in Malaysia with a production volume of more than 20,000 vehicles each year. Thanks to this, JJPM Nilai is looking forward to potential revenue in excess of S\$6.34 million (RM 20 million) over the model's five-year life span.

"This success was built on a strong can-do spirit that is shared by the Head of Department and key project team members. With critical input from our raw material supplier for EPP, JSP Ltd, and their support on the design and technical development of the product, the project finally came to fruition three years after the initial proposal. A project of this magnitude could only be made possible with the faith and support of our Regional Managing Director Chui Tau Siong and the Group's Executive Board, who approved the investment for the initial tooling," said Edmund Yeoh, General Manager of JJPM Nilai.

JJPM Nilai has proven its ability to adapt to a market environment where competitors are winding up. By remaining relevant and staying competitive despite ever-rising costs, the business continues to enjoy sustained growth.

GLOBAL REACH

Growing the Chemical Business

Jebsen & Jessen, Hamburg sets up two new subsidiaries, Jebagro and Jebsen & Jessen Life Science

By Dagmar Glissmann, Germany



From left: Axel Tilt, Managing Partner and Chief Financial Officer of Jebsen & Jessen Hamburg, Michael Luethje and Dr Felix Thuerwaechter, Managing Directors of Jebagro, Fritz Graf von der Schulenburg, Managing Partner of Jebsen & Jessen Hamburg and Bjoern Frese, Managing Director of Jebsen & Jessen Life Science.

Dec 2016 At Jebsen & Jessen Hamburg, major developments are underway with the establishment of two new subsidiaries: Jebagro GmbH and Jebsen & Jessen Life Science.

Both affiliated companies are set to continue and further develop the sister group's agrochemicals and food additives distribution business. With more than 40 highly motivated staff each, the teams are set to capture new markets and to establish their brands in the industry.

Bjoern Frese has been appointed Managing Director of Jebsen & Jessen Life Science GmbH while Dr Felix Thuerwaechter and Michael Luethje are Co-Managing Directors of Jebagro GmbH.

GLOBAL REACH

Rising in the Land of the Rising Sun

GMA's client liaison office in Japan sees results in just one year

By Stephanie Cheong, Australia

Jan 2017 In 2016, sister group GMA established a client liaison office in Japan provide customised service, promptness and reliability to the high-end, quality-driven local market. GMA's professional customer service, technical support and distribution network makes it an ideal fit for the demands and expectations of even the most sophisticated Japanese end-users.

While actively developing the waterjet market, GMA Asia-Pacific is also creating a stir in the blasting market by providing a customer-focused approach along with the highest quality garnet abrasives. This is being embraced by end-users in Japan.

Some of the early successes in Japan since the beginning of 2016 include adding one of the largest global trading houses, recognised industrial suppliers and U.S. Navy contractors to the list of GMA customers and partners. The sister group looks forward to continued growth, strengthening of mutual partnerships and delivering a better solution for all customers in the general abrasives market for years to come.



GMA Asia-Pacific is wooing the Japanese market with its high quality garnet abrasives and customer-centric approach.

PEOPLE

Welcome New Senior Managers

Jonathan Lee
Managing Director
Jebsen & Jessen Technology, Thailand

By Benjawan Sutthiewcharn, Thailand



Jan 2017 The Group welcomes back Jonathan Lee. As Managing Director of Jebsen & Jessen Technology, Thailand, Mr Lee is responsible for leading and developing the strategic direction of the business. Mr Lee has been with the Group for many years, most recently as Managing Director for Jebsen & Jessen Communications Thailand, where he was responsible

for continuing business transformation. His responsibilities also included overseeing the emerging markets of Vietnam, Cambodia and Myanmar. Mr Lee left the Group along with the divestment to Dimension Data in 2016. Before joining the Group, Mr Lee had worked in several leading telecoms companies including Siemens Malaysia and PAV Data Systems.

Derek Goh
General Manager
JJ-Lapp Cable, Singapore

By Mike Winzerling, Singapore



Jan 2017 The Group welcomes Derek Goh who brings with him almost 20 years of experience in the field of Automation. He reports directly to Mike Winzerling.

Mr Goh started his career as an Application Engineer before subsequently holding regional and management positions in companies like Honeywell and Rockwell Automation. With the latter, he spent eight years of his career — first as Solutions and Service Manager Singapore and later as Country Manager. In 2011, he took on a regional position in Rockwell Automation covering South East Asia. Mr Goh's technical subject matter expertise will be beneficial in supporting JJ-Lapp Cable's current journey from a component to a solution selling organisation.

Kelvin Tay
Chief HR Officer
Jebsen & Jessen (SEA), Singapore

By Alex Chan, Singapore



Jan 2017 The Group has appointed Kelvin Tay as Group HR Director while renaming the position as Chief HR Officer (CHRO) to reflect current market conventions.

Mr Tay was previously Global Head, Human Resources at APL Logistics, a role he held since 2015 after spending 12 years in key HR leadership roles in the supply chain industry. Prior to that, Mr Tay worked in manufacturing process engineering and quality assurance in the disk drive and defence industries from the mid 1980s to early 1990s. By 1997, he had moved into country and regional HR positions with Gemplus Technologies and later with Teledata, and so has almost 20 years of functional HR experience spanning various industries.

Pittaya Techarungnirun
General Manager, Sales
MHE-Demag, Thailand

By Benjawan Sutthiewcharn, Thailand



Mar 2017 The Group welcomes Pittaya Techarungnirun as a General Manager – Equipment Sales of MHE-Demag, Thailand. Mr Techarungnirun is responsible for the strategic planning and daily operations of the Equipment Sales Division in order to ensure the achievement of sales and profitability targets.

He brings with him more than 16 years of experience in the building materials industry. Mr Techarungnirun was previously General Manager for Lixil (Thailand) Housing Technology, which specialises in doors and windows, and managed sales, marketing, technical and customer service teams of 38 employees.

PEOPLE

Senior Management Changes across the Group

Damodaran A/L Rajagopal
General Manager, Technical
MHE-Demag, Malaysia

By Rahmath Cazi, Malaysia



Jan 2017 Damodaran Rajagopal has transferred from MHE-Demag, Philippines (MDP) to MHE-Demag, Malaysia as General Manager, Technical.

He joined MHE Demag 14 years ago as a IPD Project engineer. With his mechanical engineering background, Mr Damodaran was deployed to work in the IPD Project Department.

He spent three years there before moving to MHE-Demag, Singapore as Regional Assistant Technical Sales Manager.

Mr Damodaran then joined MDP in 2013 as Technical Manager before earning his latest appointment as General Manager, Technical in Malaysia.

With his experience in engineering, projects and technical management, and exposure in key markets like Malaysia, Singapore and the Philippines, Mr Damodaran has developed all-rounded expertise and displayed an openness to learning that will allow him to thrive in his new role.

PEOPLE

Celebrating 25-Year Service Milestones

Congratulations to seven staff across the region on their silver jubilees with the Group

By Rahmath Cazi, Malaysia; Liew Fook Sin, Malaysia; Fu Liguang, Singapore and Kathryn Lo, Malaysia

Chong Chee Leong
Managing Director
Jebsen & Jessen
Technology, Malaysia

Celebration held on February 8, 2017



Jebsen & Jessen Technology recognised the long service of Chong Chee Leong (CL Chong) and Cheong Fook Cheong (Albert) in Malaysia.

CL Chong and Albert joined the Group in 1992 under MHE-Demag Logistic Singapore and Jebsen & Jessen Engineering respectively. They began working closely together when CL Chong joined the Technology business unit in Malaysia in 2002. Since then, their partnership has grown stronger with each successful milestone created in the steam turbine division.

CL Chong is known as a man with strong conviction and problem-solving skills. His dedication and passion saw him rise from a process engineer in Singapore to the General Manager of MHE-Demag, Malaysia by 1997. He was appointed as Group Project Manager in 1998 to spearhead

Cheong Fook Cheong
Senior Sales Manager
Jebsen & Jessen
Technology, Malaysia

Celebration held on February 8, 2017

the Group's SAP Implementation Project. In the year 2000, he was appointed as General Manager of EDS.

Two years later, he joined Jebsen & Jessen Process Engineering as Regional Director, Industrial Plant Marketing and in 2004, he took on the role he holds today – Managing Director of Jebsen & Jessen Technology.

In Albert's case, he re-joined the company as Assistant Sales Manager, Turbine in 1992. In 1994, he was promoted to Sales Manager. He was re-designated as Manager in 1996 to lead and manage the Sales, Parts, & Service teams in the Heat & Power Division.

By 2004, Albert was a Senior Manager. He reached retirement age in 2010 but continues to contribute on a contract employment basis.

Rinda Chan
Account Manager
JJ-Lapp Cable, Malaysia

Celebration held on January 13, 2017



Heartfelt congratulations to Account Manager Rinda Chan on achieving the significant 25-year service milestone. JJ-Lapp Cable, Malaysia has witnessed the growth and success that she has earned through hard work and loyalty. Rinda is a cheerful, kind and thoughtful person whom all colleagues will dearly miss when she retires, which she has decided will be soon.

At her 25-Year Service Award cum retirement party, attended by Chairman Heinrich Jessen, Executive Board members, invited guests and colleagues, General Manager Liew Fook Sin spoke of his appreciation of Rinda's contributions and dedication over the past 25 years. A heartwarming video clip featuring well-wishes from her JJ-Lapp Cable colleagues was also presented to Rinda.

Chu Choon Kong
IPD Supervisor
Jebsen & Jessen
Packaging, Singapore

Celebration held on February 13, 2017



Chu Choon Kong, IPD Supervisor for Jebsen & Jessen Packaging, Singapore, celebrated his 25th anniversary with a lunch buffet in the office.

Choon Kong joined the Group as a Packer in February 1992. As it was his first job with a Singapore company and given his youthful enthusiasm, he welcomed every challenge as an opportunity to learn and improve.

His supervisor James Chan describes him as a highly motivated, time conscious, positive, fast to learn, multitasking, proactive, independent, responsible and meticulous person! Pretty impressive!

General Manager Han Hong Juan also had this to say: "Choon Kong is a super guy, a great guy and we are glad to have him."

**Ramlah Ramli,
Leong Sook Hing and
Visvalingam Periasamy**
MHE-Demag, Malaysia

Celebration held on September 27, 2016



MHE-Demag, Malaysia held a reception in honour of three long-serving staff members on September 27, 2016.

Ramlah began her journey with MHE-Demag, Malaysia as Draughtsperson in the Project Department in November 1990. She continues to hold this position today.

For Sook Hing, her career with the company also began in November 1990. After joining as an Assistant Inventory Officer, she was promoted to Shipping Officer in June 2001 and Shipping Executive in January 2002.

Meanwhile, Visvalingam joined MHE-Demag, Malaysia in September 1991 as Service Technician I. He was promoted to Service Technician Team Leader in January 2002 and continued climbing the ranks, becoming Sales Executive and now Service Engineer I.

FEATURES

Planting the Seed of Sustainability

Jebsen & Jessen (SEA)'s Meet a Green Need CSR programme imparts eco-tourism and life skills to a small community living in Cambodia's Central Cardamom forest

By Andi Tan, Singapore

Nov 2016 A team of 21 volunteers from across Jebsen & Jessen (SEA) ventured into the Central Cardamom protected forest, located in Tatai Leu, Cambodia on November 27, 2016. The trip was organised in partnership with Conservation International, which is the charity partner that the Group has been working with for its Meet a Green Need CSR programme over the past three years.

Conservation International helps communities living in national parks find a way to coexist harmoniously with nature by creating livelihoods with minimal impact to the forest and wildlife. This idea of sustainability resonates with the Group, which led to the collaboration.

For the Tatai Leu community, Conservation International and JJSEA hoped to provide knowledge on eco-tourism to the residents. By equipping them with a variety of eco-tourism and life skills, the partners seek to create a sustainable environment where the community could welcome tourists to pursue interests that are normally inaccessible to them — such as trekking, making banana wine and planting agarwood saplings, taro and moringa.



Volunteers learn the traditional way of processing rice — by thrusting.



A caring heart brings Meet a Need volunteers to Cambodia.

The role of the JJSEA volunteers was to support Conservation International in developing a feasible and attractive eco-tourism tour. Over the course of a week, the volunteers gained many insights into Cambodia's culture, history and language and had the opportunity to interact with the local community and park rangers. They also participated in a range of other activities designed to protect the forest and the livelihoods of the wonderful people who live there.

Based on what they had experienced and observed, the volunteers were invited to share their thoughts on future eco-tourism projects and marketing plans. Having volunteers from different countries further allowed Conservation International to benefit from different perspectives.

Through this project, Conservation International and JJSEA successfully raised awareness about Tatai Leu's potential for eco-tourism and guided the community in a sustainable direction. Having interacted with the volunteers, local residents are also more inspired and motivated to protect their home while sharing its beauty with others.

About Jebsen & Jessen Group of Companies South East Asia

Since 1963 we have worked in partnerships with global market leaders, facilitating and capitalising on opportunities throughout South East Asia. An industrial enterprise, our business spans manufacturing, engineering and distribution activities. The core business units include: Cable Technology, Ingredients, Life Sciences, Material Handling, Offshore, Packaging and Technology. Together we serve over 20,000 customers in the region and beyond. Through our more than 50 subsidiaries and associate companies we employ over 4,500 people. We are part of a global family network that dates back to a trading partnership formed in Hong Kong in 1895. Beyond the region we are closely connected to our sister companies in Australia, Europe and Greater China.

www.jjsea.com