



# The MACKEREL

NEWSLETTER OF JEBSEN & JESSEN GROUP OF COMPANIES SOUTH EAST ASIA

NOVEMBER 2017  
VOLUME 04/2017  
MCI(P) 060/05/2017  
PPS 1821/10/2013 (025549)

02/BUSINESS  
06/EVENTS

07/INNOVATION  
08/GLOBAL REACH

09/PEOPLE  
12/FEATURES



03/ Demonstrating Agility and Versatility



05/ Fuelling Indonesia



07/ Innovating for Growth



12/ The Values That Define Us

#### 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.

## Senior Leadership Changes

Jebesen & Jessen (SEA) bids farewell to retiring Executive Vice Chairman Alex Chan and welcomes Chief Financial Officer Viktor Leendertz

By Anthea Ho, Malaysia



Alex Chan, retiring Executive Vice Chairman.

Jun 2017 The Group announces the retirement of Executive Vice Chairman Alex Chan on August 31, and the addition of Chief Financial Officer Viktor Leendertz from July 1.

#### Saying Goodbye

Following a tenure of almost six years as Executive Vice Chairman and member of the Group's Executive Board, Alex Chan has retired.

He took over the role from Heine Askaer-Jensen in late 2011 and has since led the Group's Central Services Unit and Business Services Unit teams. When the Chief Human Resources Officer (CHRO) position became vacant, Mr Chan took direct charge of the HR leadership for an extended period, until Kelvin Tay came on board. During Mr Chan's time, the Group made several sizeable merger and acquisition deals and greenfield investments, completed two divestments and embarked on a number of IT enhancements and other corporate projects.

Even after his retirement, Mr Chan will continue to serve the Group as a board director. In addition, for the remainder of 2017, he will be supporting the Executive Board in an advisory capacity and will, subsequently, take on a special advisory function to the Board of Directors during 2018.

With this, from September 1, 2017, the Executive

Board will consist of two members — Heinrich Jessen and Per Magnusson.

Between July and August, staff across the region were given the chance to bid a fond farewell to Mr Chan. On behalf of the many people who have worked with and supported him, the Group expresses its appreciation and wishes him a happy and healthy retirement.

#### A Warm Welcome

The newly created position of Chief Financial Officer has been filled by Viktor Leendertz. While Mr Tay already took over the Group's CHRO responsibilities from Mr Chan a few months earlier, Mr Leendertz takes on overall responsibilities for the Group's financial, IT and risk infrastructure, including accounting, treasury, IT, corporate and legal affairs, internal audit and the country Business Services Units.

Prior to joining the Group, Mr Leendertz was Group Chief Financial Officer at DyStar, a Singapore-headquartered dye and chemical group with a S\$1.35 billion turnover and staff strength of about 2,200 people.

Mr Leendertz is married with two children. He first moved to Singapore in 2001 where he has lived ever since, with the exception of a two-year stint back in his native Germany between 2008 and 2010. The Group is delighted to have him on board.



Viktor Leendertz, Chief Financial Officer.

BUSINESS

# A New Home in Malaysia

Jebsen & Jessen (SEA) relocates Malaysian headquarters to Shah Alam

By Anthea Ho, Malaysia

Aug 2017 The Malaysian headquarters of Jebsen & Jessen (SEA) has been moved from Petaling Jaya to a new commercial development in UOA Business Park, Shah Alam.

In July, employees from the company's Business Services, Cable Technology, Ingredients, Life Sciences and Technology business units shifted into the newly renovated space, which occupies six floors and sports ergonomic features such as height-adjustable tables. A dedicated cafeteria also serves as a gathering point for employees.

**New Malaysian Headquarters**

No. 7-13A-01, Level 13A  
 Jebsen & Jessen Tower  
 UOA Business Park (Tower 7)  
 Jalan Pengaturcara UI/51A, Seksyen UI  
 40150 Shah Alam, Selangor Darul Ehsan  
 Tel: +603 5030 6333



A welcoming reception area at the Group's new country headquarters in Shah Alam, Malaysia.

BUSINESS



MHE-Demag's new service branch in Nilai.



MHE-Demag's new service branch in Davao.

# Growing Market Coverage

MHE-Demag expands its service network with new service branches in Malaysia and the Philippines to better serve customers

By Mei Huang Loh, Malaysia

Jul 2017 In line with MHE-Demag's service strategy to be near its customers and provide better service, faster response and reduce CO2 travel footprint, the business has opened two new service branches in Nilai, Malaysia and the Davao region of Mindanao, Philippines.

"We are continuously reviewing our 'installed base' (quantities, location, application and importance of equipment for customers) to make informed decisions about the location, manpower and equipment required at a new sales and service office," explained Klaus Schilling, Regional Director, Sales & Markets, MHE-Demag.

With this latest expansion, MHE-Demag now has a network of more than 60 service branches to serve customers across the region.

**MHE-Demag Nilai Service Branch**  
 No. B-G-06, Street Mall  
 Pusat Perdagangan Nilai 3  
 71800 Nilai  
 Negeri Sembilan, Malaysia  
 Tel: +606 797 1482

**MHE-Demag Davao Service Branch**  
 Door 5 Sazon Building,  
 Km. 3 Mc Arthur Highway  
 Matina 8000 Davao City,  
 Philippines  
 Tel: +63 82 297 2806

## BUSINESS

## Placing Customer Needs First

MHE-Demag wins with customised solutions on one hand and an expanded equipment rental portfolio on the other

By Beverly Virto, Philippines

May 2017 MHE-Demag in the Philippines has outdone itself with the successful development of a forklift that can lift up to 16 tonnes. This is an unusually large capacity for the business, but its capabilities in customising solutions made it possible. The diesel forklift has been delivered to the customer, AC Steel Industries Inc, and another customer in Davao has placed a similar order. The team is also in talks with AC Steel Industries to supply 16-tonne trucks.

At the same time, MHE-Demag is expanding its equipment rental business in the Philippines so as to enable customers to focus their capital and talent on business growth opportunities. From lift truck rentals, the company is now offering cranes and aerial work platforms as part of its rental portfolio.

"Besides improved cash flow and lower business risks, renting provides customers with access to the latest equipment technology, which can have significant business impact by enhancing worker productivity and increasing per-hour profitability on site," noted Marc von Grabowski, President of MHE-Demag Philippines.



MHE-Demag continues to meet the increasingly complex requirements of its customers.

## BUSINESS

## Demonstrating Agility and Versatility

Jebsen & Jessen Packaging produces vacuum-forming packaging for the latest Samsung Galaxy S8, S8+ and Note 8 smartphone accessories

By Thipwadee Rattanaantachote, Thailand



Jebsen & Jessen Packaging manufactures packaging solutions for Samsung's latest smartphone accessories.

Jun 2017 Jebsen & Jessen Packaging Vietnam has once again been appointed by Samsung Electronics to manufacture vacuum-forming packaging for the accessories for the new Samsung Galaxy S8, S8+ and Note 8 smartphones.

This contract is the latest in the partners' three-year relationship, and signals that the business unit has clearly become one of Samsung Electronics' preferred suppliers in Vietnam.

CJ Loh, General Director of Jebsen & Jessen Packaging Vietnam explains, "Our partnership with Samsung began in 2014. Since then, we have learnt to work with the customer's high volume and high order changes by being nimble and flexible in our production capacity and manpower management. Our commitment to delivering on every order, and doing so with the highest levels of integrity, has earned us their trust."

The Samsung Galaxy S8, S8+ and Note 8 smartphones and accessories have since been launched, sealing yet another milestone in the business relationship.

## BUSINESS

## Three Wins in 11 Days

JJ-Pun's Healthcare Division wins a streak of high-profile projects from the public and private sectors

By Jorg Thiele, Myanmar



The Ultrasound & Radiology team demonstrates the cardiac ultrasound machine to the customer.

Jul 2017 The Ultrasound & Radiology team of JJ-Pun's Healthcare Division recently achieved an impressive hat-trick with three successive wins in just 11 days. This involved identifying and seizing the opportunity to sell one Philips ultrasound machine to two customers — one each from the public and private sectors.

They quickly followed up on this success by participating in their first United Nations Office for Project Services (UNOPS) tender to the Myanmar market. The goal was to position an X-Ray machine from their new business partner, South Korea's DRGEM, as the optimal choice for the project.

The team not only took pains to include clear product specifications and pricing in their submission, but also went the extra mile to convince UNOPS to select them. While it was not a tender requirement, they filed supporting documents that highlighted the international character of their activities in Myanmar, including their ISO and OSHAS certifications, policies on anti-bribery and corruption as well as community activities — and brought home the contract!

## BUSINESS

## A Cross-Border Collaboration

MHE-Demag grab cranes make their way to Australia with support from Malaysia

By Peter Woodward, Australia

Jul 2017 The South Korea-owned Sun Metals Corporation zinc smelter in Townsville, Australia is now home to two new MHE-Demag 25t x 30m grab cranes.

MHE-Demag in Australia secured an order in late 2016 for the supply of two remote-operated grab cranes to replace the customer's existing high maintenance cabin-operated cranes. The S\$2.4 million project involved design, manufacture and commissioning over a seven-month period. Installation and commissioning was limited to a scheduled 10-day facility shutdown.

To ensure the efficient execution and delivery of this project, MHE-Demag teams in Malaysia and Australia combined their resources. Design and production were also shared to maximise the use of resources at MHE-Demag's Bukit Raja and Smithfield facilities. Subsequently, coordinated project engineering was essential to ensure delivery of all sub-assemblies on site and the timely commissioning and handing-over of the grab cranes to the customer.



Coordinated efforts by MHE-Demag teams in Australia and Malaysia ensured the successful completion of the zinc concentrate shed grab cranes.

## BUSINESS

## Fuelling Indonesia

### JJ-Lurgi delivers 200-kilotonne oleochemical plant in Indonesia

By Anthony Chang, Malaysia

Sep 2017 JJ-Lurgi has successfully delivered a 200-kilotonne-per-year oleochemical plant to Sinar Mas Cepca (a joint venture between Golden Agri, the palm oil unit of Indonesia's Sinar Mas group, and Spain-based oil and gas group Cepca) — giving the world's second-largest palm oil producer its first major downstream fatty alcohol facility.

This mega project adds another milestone to JJ-Lurgi's growth in Indonesia and strengthens the company's reputation as a reliable technology provider with strong engineering capabilities.

About 160 kilotonnes of the plant's annual capacity is designated for fatty alcohol, which is a key ingredient in liquid soaps and personal care products. The remaining capacity of 40 kilotonnes will come from fatty acids, which are more suitable for powdered detergents and glycerine.

The plant sits in Dumai on the Indonesian island of Sumatra and uses sustainably-sourced palm kernel oil to serve the Asian and European markets.



JJ-Lurgi commissions the first vegetable-based alcohol plant for Sinar Mas Cepca in Indonesia.

## BUSINESS

## Making Headway into Agriculture

### Jebsen & Jessen Technology - Turf & Irrigation Division sees early success in bringing its expanded portfolio to Indonesia's agriculture sector

By Amanda Larasati, Indonesia



Innovative drip irrigation solutions can handle every plantation challenge with precision.

Aug 2017 With a recently expanded portfolio targeted at the agriculture sector, Jebsen & Jessen Technology-Turf & Irrigation Division has been actively marketing its new services in Indonesia.

This has led to the completion of the team's first agricultural irrigation project in the country. Five hectares of drip irrigation systems were installed in a banana plantation in Rancamaya Bogor, West Java, for a notable fruit and crops distribution company.

The solution featured the TORO drip irrigation system, comprising the TORO Aqua-Traxx pressure-compensating drip tape, controller, fittings and other supporting components. The drip tape was constructed to enable fair water flow and even fluid distribution along the drip line for maximum irrigation efficiency. A lay-flat setup also enables better control.

After completing the final installation and testing, the project was handed over to the customer in August. The system is now running well and performing to the customer's expectations.

## EVENTS

## Exhibitions &amp; Tradeshows Around the Region

## Bangkok: Wooing the Processing Industry at ProPak Asia 2017

By Sophin Mahattanan, Thailand



Scientific Division showcases solutions for scientific research and laboratory testing.

**Jun 2017** Jebsen & Jessen Technology-Scientific Division participated in ProPak Asia 2017 in a bid to woo customers from the growing processing and packaging industry with their flagship solutions from OHAUS, MEMMERT, NUVE and Nichiryo. Leading the line-up was the new OHAUS Scout® Portable. The product's slim, stackable design, superior overload protection as well as multiple weighing units and application modes allow it to deliver fast stabilisation and high-resolution weighing results — perfect for high-performance laboratory and industrial weighing.

## Bangkok: Pioneer Protein with HP 300 Seminar

By Duanghatai Techatanachai, Thailand



Feed Department and Hamlet Protein jointly hosted the landmark seminar.

**Jul 2017** Jebsen & Jessen Ingredients-Feed Department jointly organised the Pioneer Protein with HP 300 Seminar with Hamlet Protein on July 27, 2017 for 30 swine industry customers.

The small-group seminar allowed attendees more time and opportunity to engage and learn from the two expert speakers: Assistant Professor Dr Theerawit Poeikhampha from Kasetsart University's Department of Animal Science and Dr Astasit Kaewnanuer, Area Sales Manager (SEA) of Hamlet Protein.

## Yangon: Promoting Material Handling Solutions

By Jorg Thiele, Myanmar



JJ-Pun and MHE-Demag enjoyed the success of the event.

**Jul 2017** On July 13, 2017, JJ-Pun and MHE-Demag jointly welcomed close to 60 business partners from various industries for a networking event in Yangon. It was held to promote MHE-Demag's material handling solutions and deepen local business relationships.

The event was hosted by Klaus Schilling, Regional Director of MHE-Demag, and Alexander Spitzky, Managing Director of JJ-Pun, both of whom expressed their commitment to bringing the newest and best solutions to the country.

## Bangkok: Light &amp; Easy Sunscreen Formulation Workshop

By Surassawadee Krittanachai, Thailand



Siriwan Pimsuwan walked customers through the technique of making sunscreen.

**Jul 2017** Twenty R&D and product managers from cosmetics manufacturers in Thailand had the chance to learn about the effective formulation of sunscreen during a seminar organised by Jebsen & Jessen Ingredients (JJING) Thailand-Personal Care Department.

Held at JJING Consumer Industries Innovation Centre, the seminar was led by Siriwan Pimsuwan, Personal Care Lab Assistant Manager, who demonstrated the process of making sunscreen creams and makeup removers. Participants also received a formulation guideline to help them develop their own products.

## INNOVATION

# Innovating for Growth

## Tracking JJ-Lapp Cable's transformation from a cable provider to a total solutions provider

By Surapan Chaleepon, Thailand



A cable chain in testing at the customer's sugar manufacturing facility.



JJ-Lapp Cable supplies not only products that are right for the customer but also total solutions that contribute to their long-term success.

Sep 2017 JJ-Lapp Cable is gradually but steadily moving from being a simple cable provider to a total solutions provider. This is a strategic move that is crucial in supporting the long-term growth of the business and one that is built on a foundation of continued innovation. An excellent example comes from Thailand, where the team led by Account Executive Anatchasorn Onthongkam leveraged their engineering technology and spirit of innovation to create value for an important customer.

### Identifying Opportunities

In November 2016, the JJ-Lapp Cable team in Bangkok encountered a customer with a problem. They immediately saw this as a great opportunity to add value.

The customer in question was Thai Roong Ruang Sugar Group, one of the largest sugar manufacturers in Thailand. The customer was facing an issue with its cable carrier system for a sugarcane harvester — maintenance of the old and heavily-used system was time consuming and costly. This was in part due to the fact that dust from the crane was easily trapped in the trolley, causing damage to the cable and bearings.

The team reviewed the possible solutions to determine the most ideal solution. They concluded that using a cable chain instead of a cable carrier system would be the best way forward. This would save space as a cable chain system could fit under the trolley unlike

a cable carrier system, which requires extra space beside the trolley way. The team was also confident that this would reduce cable damage and therefore maintenance cost in the long run.

### Resolving Challenges

While certain of the benefits of their proposal, the team understood that the main challenge was installing a 34cm cable chain in a tiny space. The height of the machine to the floor is six metres — regarded as a narrow space for such an application.

To overcome this challenge, it was imperative that the team went beyond the role of a supplier. They worked closely with the customer, from design and installation through to commissioning. The team also educated the customer on proper maintenance procedures to keep the system running in tip-top condition.

### Building a Reputation

The customer is satisfied with the new system and has praised JJ-Lapp Cable's total solution approach for providing greater reliability and lower costs in the long run. The success of the project has spread through word-of-mouth within the sugar industry in Thailand, adding to the business's sterling reputation in the market.

Bolstered by this success, the team will continue to shift its focus from selling products to developing total solutions, so as to better serve customers and deliver greater value.

## GLOBAL REACH

## GMA Launches New Plant in Philadelphia

The high-tech processing plant will serve both the American market and the global industry

By Stephanie Cheong, Australia

Jun 2017 Sister company GMA Garnet Group (GMA) has launched a high-tech processing plant in Fairless Hill, Philadelphia, USA in June this year.

Unveiled by GMA Chief Executive Officer Stephen Gobby, GMA Garnet USA President Rod Liebeck, and Deputy Secretary of International Business Development for Commonwealth of Pennsylvania Joseph Burke, the 230,000 square foot facility will enable the sister company to process raw garnet concentrate to the highest standards within the country. The plant is also equipped with the latest wet recycling technology that produces the highest quality recycled garnet in the market.

The finished products will be distributed to both the American market as well as the garnet abrasive industry worldwide.



From left: GMA CEO Stephen Gobby, Joseph Burke, Deputy Secretary of International Business Development for Commonwealth of Pennsylvania and GMA Garnet USA President Rod Liebeck unveiling the plant.

## GLOBAL REACH

## GMA Garnet Enters Renewable Energy Deal

A wind and solar farm will supply renewable energy to the sister company's operations in Australia

By Stephanie Cheong, Australia

Jul 2017 Sister company GMA Garnet has signed a long-term power purchase agreement with Advanced Energy Resources that will see the construction of a three-megawatt wind and solar farm. The AU\$8 million (\$\$8.3 million) project is set to be the first grid-connected wind and solar farm with battery storage in Western Australia.

The project will initially supply nearly 70% of the mine's electricity requirements and transition GMA Garnet into becoming supplied by 100% renewable energy. The sister company will reduce its carbon footprint by around 5,000 tonnes of carbon dioxide per annum, with the project generating enough electricity to power 1,700 average Australian homes each year.

"We are proud to be moving our operations to have the lowest carbon emissions in the industry," said Grant Cox, Chief Financial Officer, GMA Garnet.



The wind farm in Western Australia will provide renewable energy and reduce the sister company's carbon footprint.

## GLOBAL REACH

# Jebagro Moves into Central and South America

Jebsen & Jessen Hamburg grows its agrochemical business under a new brand name

By Dagmar Glissmann, Germany



The establishment of Jebagro Panama is a strategic step for the sister company.

**Jun 2017** At the beginning of 2017, sister company Jebsen & Jessen Hamburg consolidated its agrochemical activities under a new brand name and operative company, Jebagro GmbH. Since then, it has acquired and registered more than 100 products for markets in Central America and in the Andean countries in South America.

For over 30 years, the sister company's business activities in these regions were conducted through agents. With Jebagro, this is set to change.

In June 2017, Jebagro acquired a majority stake in Grupo Agrosol, Panama, a successful agrochemical and fertiliser company. Grupo Agrosol will be renamed as Jebagro Panama, and is expected to provide the sister company with direct access to the market and distributors — an important step to building its own sales infrastructure.

## PEOPLE

## Welcome New Senior Manager

**Andy Blythe**

General Manager

Dry Bulk Handling Division

Jebsen & Jessen Technology, Indonesia

By Michael Nielsen, Indonesia



**Sep 2017** The Group welcomes Andy Blythe as General Manager of Jebsen & Jessen Technology Indonesia's Dry Bulk Handling Division. The newly established division offers bulk handling solutions and services to a wide range of industry sectors such as Mining & Minerals, Coal & Power, Ports & Terminals and Cement.

Mr Blythe, a UK citizen, joins the Group after having spent more than 25 years in the bulk handling business. He started his career as a service engineer before moving into sales and business development. He has held management positions in renowned companies such as Metso, KHD and Aumund and has been based in the UK, Finland, Germany and Hong Kong.

Mr Blythe will build and lead the division's business activities from Jakarta.

## PEOPLE

# Celebrating 25-Year Service

## Congratulations to six staff on their silver jubilee with the Group!

By Surassawadee K, Thailand; Christine Jammo, Australia; Anthony Chang, Malaysia; Linda Anthonius, Singapore; Diane Paniagua, Philippines

**Siriporn Jierapipatanakul**  
Regional Executive Assistant  
Jepsen & Jessen Ingredients,  
Thailand

Celebration held on July 7, 2017



For Siriporn Jierapipatanakul (also known as Rin), her 25-year service milestone was celebrated with a dinner attended not only by the Jepsen & Jessen Ingredients Thailand team, but also past and present colleagues from the Business Services, JJ-Lapp Cable, and Technology teams.

Siriporn joined the Group in July 1992 as Executive Administration Officer. As Regional Executive Assistant now, she takes good care of the business unit's needs. Her can-do attitude has earned her the nickname 'Rin, the Professional'. Marc Deschamps, Regional Managing Director of Jepsen & Jessen Ingredients, even applauded her for speed, discipline, confidence, reliability and initiative!

"Jepsen & Jessen is like my family and work is like my second home," said Siriporn.

**Vincent Gan**  
State Manager  
MHE-Demag, Australia

Celebration held on June 15, 2017



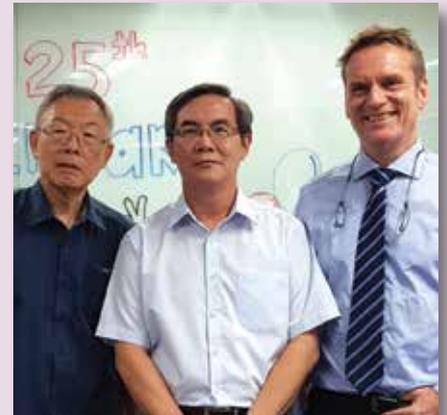
MHE-Demag Australia hosted a special lunch and presentation to recognise and congratulate Vincent Gan on completing 25 years of service with the Group.

Vincent flew into the Smithfield office in Sydney to enjoy a lunch with Karl Tilkorn, Regional Managing Director, Tarik Alkhalil, Regional Director, C&C/Technical, Klaus Schilling, Regional Director, Sales & Markets as well as the entire head office team.

Vincent joined the Shah Alam office in 1992 as Sales and Project Engineer. In 1998, he was promoted to Acting Branch Manager – Penang and, two years later, took up the position of Branch Manager. In 2015, he moved to Western Australia and became State Manager.

**KL Ng**  
Project Commercial Manager  
JJ-Lurgi, Malaysia

Celebration held on June 19, 2017



What a celebration! KL Ng marked his 25th year of service and retirement, all at one go, with a lunch celebration in his honour. Attended by his colleagues from JJ-Lurgi and Business Services, the event also welcomed a special guest — KL's former boss, Andrew Tan!

KL's journey with JJ-Lurgi began when it was still known as JJE-Lurgi Engineering. He joined the company in 1992 as Process Engineer. A few years later, he switched to sales. In 2005, KL was promoted to Senior Sales Manager and, two years later, took up his current position of Project Commercial Manager.

For KL, retirement will be an opportunity to pursue his interests in Chinese studies. We wish him all the best!

# Milestones

## Joefendi Bin Rohman

Despatch Rider  
Jebsen & Jessen Business  
Services, Singapore

Celebration held on August 18, 2017



Congratulations to Tey Ee Sin and Joefendi Bin Rohman on 25 years of dedicated service to the Group! Their joint dinner celebration was well attended by the Group management team including Chairman Heinrich Jessen, retiring Executive Vice Chairman Alex Chan, Chief Financial Officer Viktor Leendertz, Chief HR Officer Kelvin Tay, Group Director of Finance Fong Luen Ow Yeong, General Manager of Jebsen & Jessen Packaging Singapore Han Hong Juan, General Manager of Jebsen & Jessen Business Services Singapore Linda Anthonius and as well as colleagues from the Business Services and Packaging teams.

Mr Ow Yeong, Mr Han and Ms Anthonius took turns to congratulate Ee Sin and Joefendi, expressing their appreciation for their efforts and loyalty.

Both Ee Sin and Joefendi began their journey in Jebsen & Jessen Packaging Singapore before they joined Jebsen & Jessen Business Services Singapore.

Ee Sin joined the Packaging team in April 1992 as Accounts Assistant. She moved to Business Services in 2001. Even though she had to commute from her home in Johor Bahru to the office in Singapore during her early years with the Group, Ee Sin enjoyed her work. Her supervisor Hew Jiu Tau describes her as “a friend and a valuable assistant.”

Joe, as he is known, came on board in September 1992 as Despatch Rider. His transfer to Business Services was in 2016. Popular as a dedicated, trustworthy and well-liked colleague, Joe has been called “helpful” by many — including his former supervisor in the Packaging team, Chris Yip.

“Joe is a very helpful person and a handyman. We can always count on him. His service is appreciated by all of us at Jebsen & Jessen Packaging Singapore,” she said.

At the dinner, both Ee Sin and Joe took the opportunity to thank their colleagues and supervisors for their guidance, support and friendship.

## Tey Ee Sin

Accounts Assistant  
Jebsen & Jessen Business  
Services, Singapore

Celebration held on August 18, 2017

## Rowena Ventura

Customer Service Executive  
Jebsen & Jessen Ingredients,  
Philippines

Celebration held on August 25, 2017



Congratulations to Rowena “Wheng” Ventura on 25 years of dedicated service to the Group! The celebration held in her honour was attended by colleagues from different business units as well as Chairman Heinrich Jessen, President of MHE-Demag Philippines Marc Von Grabowski and more.

Wheng first joined the company as Researcher (Manila Triton) on August 15, 1992. She soon moved to Sales as a sales coordinator. She currently supports Jebsen & Jessen Ingredients as a Customer Service Executive leading three customer service coordinators.

After accepting a plaque from Mr Jessen, a brooch from Raquel Patdu, Finance and Admin Manager, and a Jebsen & Jessen cake from the Group, Wheng said that she has been happy working for the company for the past 25 years, and grateful to be working with colleagues who always show her support.

## FEATURES

# The Values That Define Us

The Group introduces five corporate values to unite its people and guide them in creating success for themselves, the company and its stakeholders

By Kelvin Tay, Singapore

Aug 2017 Almost 30 years ago, Jebsen & Jessen (SEA) defined its corporate commitments and philosophy. Created by former Group Chairman A.P. Jessen, the Executive Committee and senior management team then, this has defined the Group's corporate character and its identity as a company ever since.

As the Group evolves and seeks greater growth, it has developed a set of corporate values to make its corporate philosophy more accessible and further unite its people. The five group-wide corporate values were co-created by engaging a broad range of internal stakeholders to ensure they are representative of all parts of the Group and its distinctiveness.

- TRUST
- ENTREPRENEURSHIP
- PRUDENCE
- COMMITMENT
- PARTNERSHIP



The first cohort of T3 graduates!



The four-day training included many practical hands-on sessions.

## Bringing the values to life

"There is much more to our values than memorising five words. Values need to be lived. To do so, we need to give them a place in our everyday lives; to let them guide how we think, how we work and how we treat people," said Group Chairman Heinrich Jessen.

To help its people understand and internalise the values, the Group is organising Train-the-Trainers (T3) sessions to prepare a selected group of staff, nominated by their Regional Managing Directors and country managers, to lead the group-wide roll-out. The first T3 session was held in Bangkok from August 22 to 25, 2017.

The training was based on an established 10-step methodology, featuring role play, games, activities and practical sessions led by two world-renowned facilitators: Raymond van Driel, a teacher and international facilitator who coaches on leadership, creativity, collaboration and has led T3 sessions worldwide; as well as Avi Liran, a thought leader and expert in positive leadership, resilience and motivational change.

As part of the session, a 'live audience' of 15 colleagues, hand-picked across different business functions, participated in a simulation exercise. The trainees role-played the one-day roll-out programme, applying their newly acquired knowledge and receiving feedback for improvement.

The session has produced a group of certified trainers who are now ready to conduct T3 sessions for their colleagues on their own. For the group-wide roll-out, the trainers will be empowered to plan and organise their local roll-out, which will begin in 2018 and will run through to 2019.

## 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 4,000 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](http://www.jjsea.com)