

# THE INDONESIAN POST

Indonesian Diversity Window

## Malaysia Ambassador leads the event... FGV Inaugurated ADELA Margarine in Gulfood Dubai 2023



Dubai, Indonesianpost.com – H.E. Ahmad Fadil bin Shamsuddin, the Ambassador of Malaysia to the United Arab Emirates, presided over during the current “Gulf Food 2013” exhibition in Dubai, the inauguration of the Malaysian FGV Holding Group team, a new product “ADELA Margarine”, while the Malaysia External Trade Development Corporation leads the participation of 71 Malaysian companies during the exhibition, sponsored and supported by SME Bank and FGV Holding Company.

For his part, the Malaysian ambassador said that the volume of trade exchange between the two countries last year amounted to \$7.3 billion, compared to last year, while the value of Processed food export from Malaysia to UAE in 2022 was valued at USD143.4 million, 21.7% increase from 2021, and 41% of Malaysia’s total processed food exports came from Edible products & preparations.

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Meanwhile, FGV Holdings Berhad is expanding its presence in the thriving Middle East and North Africa (MENA) market by launching the latest addition to its fast-moving consumer goods, ADELA Margarine.

The product was unveiled at Gulfood 2023, by H.E. the Ambassador and Suriani Dato' Ahmad, Secretary General of Ministry of Entrepreneur Development and Cooperatives (MEDAC), Mohd Fadly Amri Aliaman, Consul General of Malaysia in Dubai and Senior Management of FGV.

Mr. Nazrul Mansor, Group Chief Executive Officer of FGV said: "As Malaysia's premier food and agribusiness company, we are again honored to take part in Gulfood 2023 in a much bigger scale. We are proud to unveil our latest ADELA margarine and presenting other high-quality food products on the global stage. We look forward to building relationships with new global partners and customers, especially in the MENA market to allow us to further promote and market our new products in the region".

Group President/Chief Executive Officer SME Bank Datuk Dr. Wira Aria Putera Ismail said, "From this trade fair, we expect the 11 participants to generate potential sales of RM10 million. Cumulatively, we target that all 47 BEP participants will generate export sales of RM47.5 million and achieve success via new export market penetration and overseas accreditation by the end of the BEP in 2024. As of December 2022, nine (9) of the BEP participants have successfully secured financing amounting to RM91.65 million from SME Bank."



Delima Oil Products Sdn. Bhd. (Delima Oil), a subsidiary of Felda Global Ventures Holdings Berhad (FGV), is looking at higher market penetration in the halal market industry, both domestic and global, with its line of fast-moving consumer goods.

(FMCG) products. At Gulfood this year, Delima Oil will be showcasing its products under the SAJI and ADELA brands including the newly launched SAJI All Purpose Seasoned Flour. There are over 60 products produced by Delima Oil.



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Both SME Bank and FGV Holdings Berhad are among MATRADE's strategic partners for Gulfood 2023 and the collaboration established signifies the importance of synergy within the trade ecosystem in strengthening Malaysia's trade and most importantly, the competitiveness of our exporters globally.



According to the Future Market Insights report, the global margarine market reached a value of US\$33 billion in 2022, and the market is expected to reach US\$53.7 billion by 2032, with a CAGR of 4.9%. ADELA margarine is a multi-purpose margarine made from the finest palm oils and enriched with 9 vitamins, including Omega 3, 6, and 9, and contains zero cholesterol. It has a superior taste and is versatile in its usage, making it an ideal choice for baking cakes, pastries, and biscuits, as well as a perfect bread spread.



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“MENA is one of the strongest regions for FGV, which operates in more than 10 countries across Asia, the Middle East, North America, and Europe. Currently, FGV’s export products are sold in packed sizes to international traders and direct buyers. The MENA margarine market is poised for growth, with huge opportunities in hypermarkets, convenience stores, and e-retail markets. The newly launched ADELA Margarine is positioned to leverage the strength and presence of other FGV products in the region,” said Zulkifli Othman, Head of Downstream.

FGV also displays a variety of high-quality products including cooking oil, shortening, vegetable ghee, and margarine under the SAJI, ADELA & SERI PELANGI brands as well as fresh produce products under its Ladang’57 brand. FGV’s participation in Gulfood 2023 is a testament to its commitment to establishing a solid presence in the global food market in line with its vision to deliver sustainable foods and agriproducts to the world.