Delima Oil Products and DKSH Signs Distributorship Agreement to Penetrate Food Service Industry





FGV Holdings Berhad is expanding its footprint in the downstream sector. Its wholly owned subsidiary, Delima Oil Products Sdn. Bhd. (DOP), has signed a distributorship agreement with DKSH (Malaysia) Sendirian Berhad (DKSH) to widen the distribution of FGV's downstream products into the Hotels/Restaurants/Café (HoReCa) sector.

DOP is a Malaysia-based player in the Fast Moving Consumer Goods (FMCG) sector that manufactures market leading brands such as SAJI, SERI PELANGI, and ADELA, while DKSH

is a leading Market Expansion Services (MES) provider for FMCG in Asia.

In a joint statement the two parties said the agreement includes the distribution of DOP's products, including SAJI cooking oil and creamer, ADELA margarine, shortening, and dough fat, covering the food service industry in Peninsular Malaysia.

FGV's Group Chief Executive Officer, Dato' Haris Fadzilah Hassan said the collaboration is part of the Group's strategic plan to expand its downstream business by penetrating into the previously untapped food service market.

"There is huge demand for Halal and high quality ingredients in the HoReCa sector. We hope to tap into this demand because food service operators are attractive customers as they order in large quantities and on a recurring basis.

"DKSH has a wide and efficient distribution network that could build and further position DOP as a dominant edible oils and fats player in the domestic market, and eventually the international market," Haris Fadzilah said.

Patrick Stillhart, Vice President, FMCG, South East Asia, DKSH, said, "Having set up our first Malaysian branch in 1923 in Penang, DKSH has a successful track record of more than 95 years of providing MES to our business partners here. Over the years, we have built an extensive nationwide distribution network, based on solid customer relationships, and gained valuable market insights into this industry. We are proud to partner with DOP, which produces renowned household brands in Malaysia, to make their products available for more Malaysians."

DOP produces market leading and award winning brands in the FMCG sector such as SAJI, SERI PELANGI, and ADELA. The line of business includes palm oil refining, manufacturing of downstream palm oil products and distribution of industrial and consumer products in key markets like ASEAN, Middle East, West Asia, Europe and West Africa.

DKSH is the leading MES provider with a focus on Asia. Headquartered in Zurich, the Group helps other companies and brands to grow in the Consumer Goods, Healthcare, Performance Materials and Technology sectors by offering a customized portfolio of services from sourcing and marketing to distribution and logistics as well as after-sales services. In Malaysia, DKSH is the leading MES provider, serving business partners for 96 years.

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