

# FDI NEWS

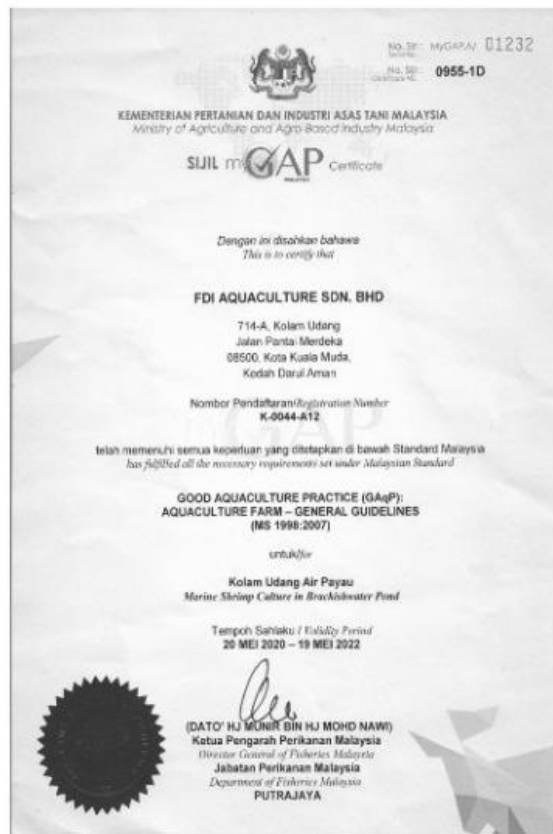
## COMMERCIALIZE AQUACULTURE

***"We have been official certified MyGap"***

MyGAP (Malaysian Good Agricultural Practices) is a rebranding exercise of Malaysian Farm Certification Scheme for Good Agricultural Practices (SALM), Livestock Farm Practices Scheme (SALT), and Malaysian Aquaculture Farm Certification Scheme (SPLAM). MyGAP is a comprehensive certification scheme for agricultural, aquaculture and livestock sector. Good Agricultural Practice (GAP) is an agricultural practice which emphasises on environment, economy and social aspects to ensure the produce is safe and of good quality.

### **"WHY GOOD AGRICULTURAL PRACTICES?"**

The schemes are required because of the challenges the country faced when the World Trade Organization (WTO) started to implement the concept of free trade worldwide. Likewise, the country also needed to prepare for the implementation of ASEAN Free Trade Area (AFTA). The requirements of sanitary and phytosanitary standards (SPS) by many countries necessitate Malaysia to produce agricultural products that comply with these requirements.



### **"WHY IS IT IMPORTANT TO BE CERTIFIED?"**

***"This will enable our FDI to be able to export into more and more countries"***

**- CEO Steven Tan**





## **"WE HAVE OUR VERY OWN TIGER PRAWNS FROZEN PACKAGING"**

In recent month, FDI have come out with our very own frozen tiger prawn in partnership with QQ Tiger prawn for distribution online to stay in competitive on the current market. Thus we have setup our very own Lazada page to touch base on more customer through eCommerce marketing.  
<https://s.lazada.com.my/s.Yepri>

But we did not stop here, QQ Tiger Prawn even setup FB page to spread awareness about FDI tigers prawn to reach wider consumers around the world. Currently, QQ Tiger Prawns FB page has 3,361 followers  
<https://www.facebook.com/qqtigerprawn>



<https://s.lazada.com.my/s.Yepri>



### ***"HOW COVID-19 PANDEMIC AFFECTING US"***

Fish and seafood products that are highly dependent on international trade suffered quite early in the development of the pandemic from the restrictions and closures of global markets, whereas fresh fish and shellfish supply chains were severely impacted by the closure of the food service sectors (e.g. hotels, restaurants and catering facilities, including school and work canteens). The processing sector also faced closures due to reduced lost consumer demand. This has had a significant impact on FDI revenue, our fresh tiger prawn price per KG had to be slash.

### ***"In the midst of every crisis, lies great opportunity"***

The closure of fish markets; decline in demand from supermarkets, restaurants and other distribution channels; and consumer preferences for contactless deliveries, with minimum intervention of middlemen for health reasons, have accelerated the development of more direct fish marketing and home delivery services. FDI have the opportunity to setup and running online ecommerce before the Covid-19 pandemic hits, thus we able to penetrate into home delivery business and capture the online business market shares. And we seen the Fresh tiger prawns price and demand slowly recover also.



• September 7, 2020, Issue 01

## ***WHAT IS OUR NEXT MOVE....***

FDI has long plan and decided to proceed to increase our ponds capacity by building an additional TNB sub-station at Pantai Merdeka Senarong 24ponds with the budget RM250,000.



## ***TAIPING 33 ACRES 11 PONDS***



With FDI 3rd farm project in Taiping with the capacity of 11 ponds are currently operate smoothly. 5 Out of 11 ponds (T1 -T5) are running on healthy mode with the size of 68 pieces per KG on day 68. We plan to keep stocking the rest of the ponds (T6 - T11) next month.