

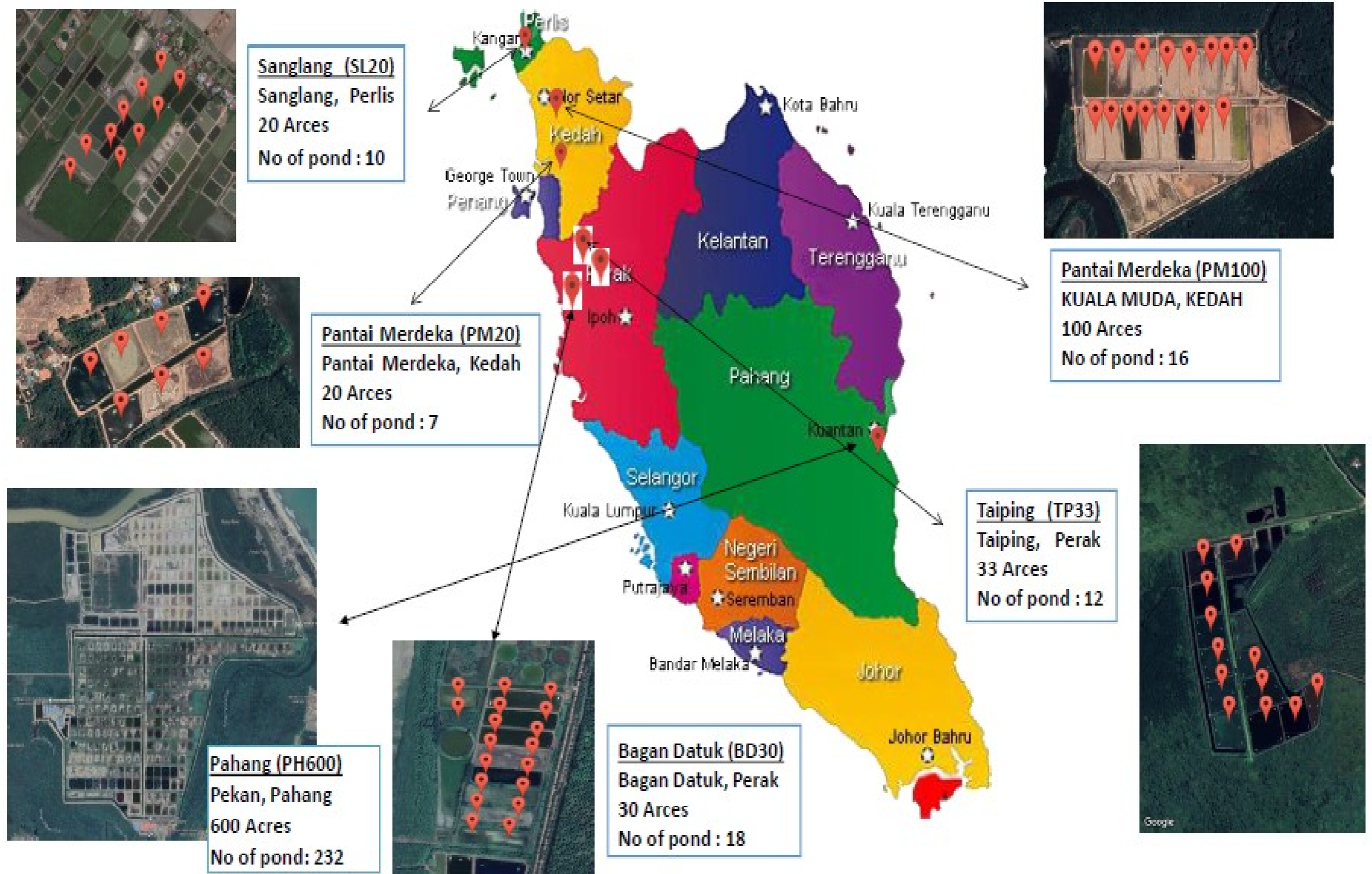
BIG NEWS OF THE MONTH

AUGUST 2023

ISSUES 34

PREPARED BY
CHIONH SHENG HUI

FDI NEWSLETTER



"Malaysia's Top 5 Giant Tiger Prawn Farms"



"Malaysia's Top 5 Giant Tiger Prawn Farms"

We own a massive **803-acre** shrimp farm, ranking among **Malaysia's Top 5** largest giant tiger prawn aquaculture facilities. This expansive area includes **6** separate shrimp farms: **Sanglang, Perlis with 10 ponds; Pantai Merdeka, Kedah with 7 ponds; Kuala Muda, Kedah with 17 ponds; Taiping, Perak with 13 ponds; Bagan Datuk, Perak with 18 ponds; and a whopping 232 ponds in Pahang.**

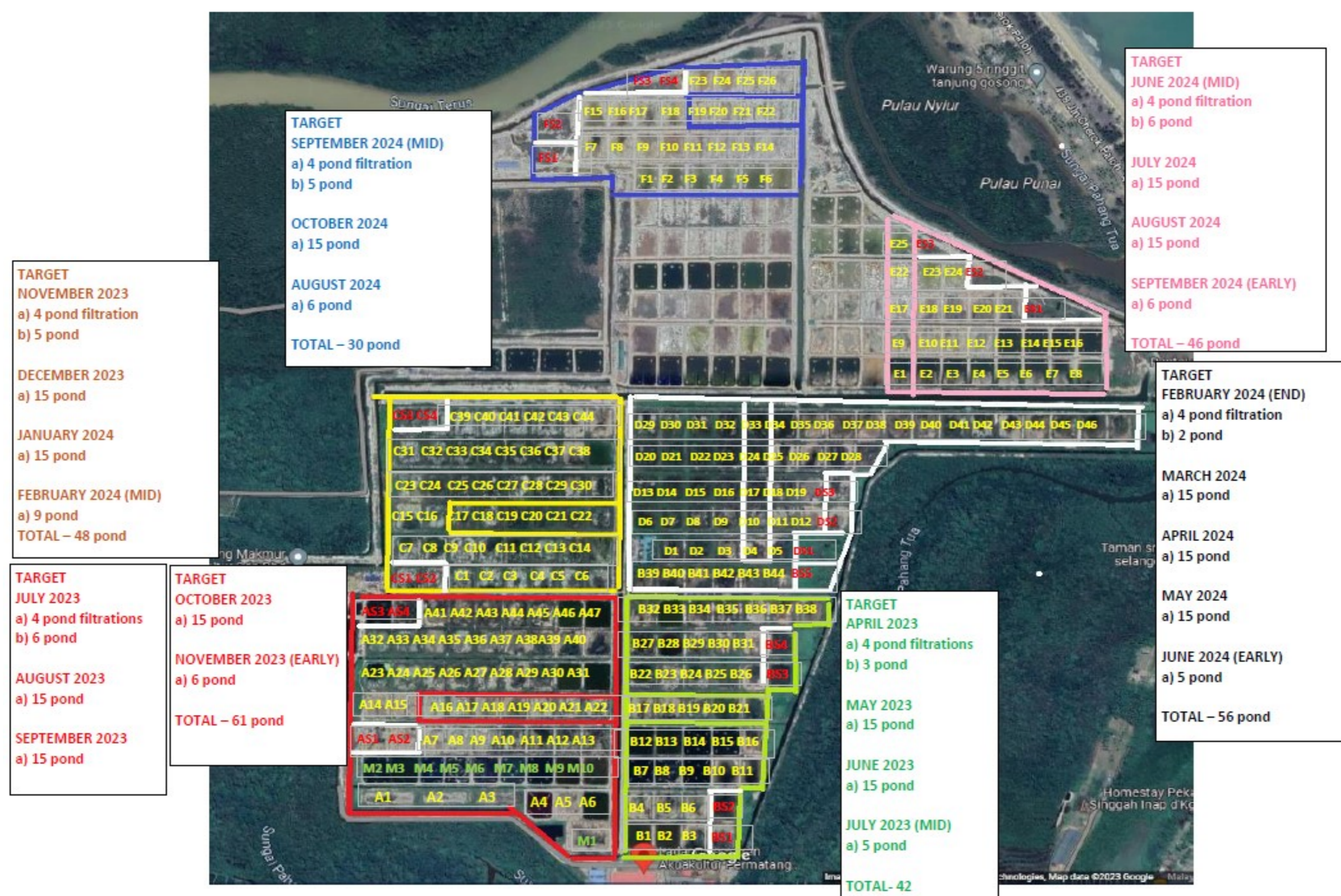
By **September 2024**, we are planning to fully stock the ponds at our Pahang shrimp farm with shrimp fry. Our collective efforts across the **6** farms are projected to yield an impressive annual production of approximately **2,000 metric tons.**

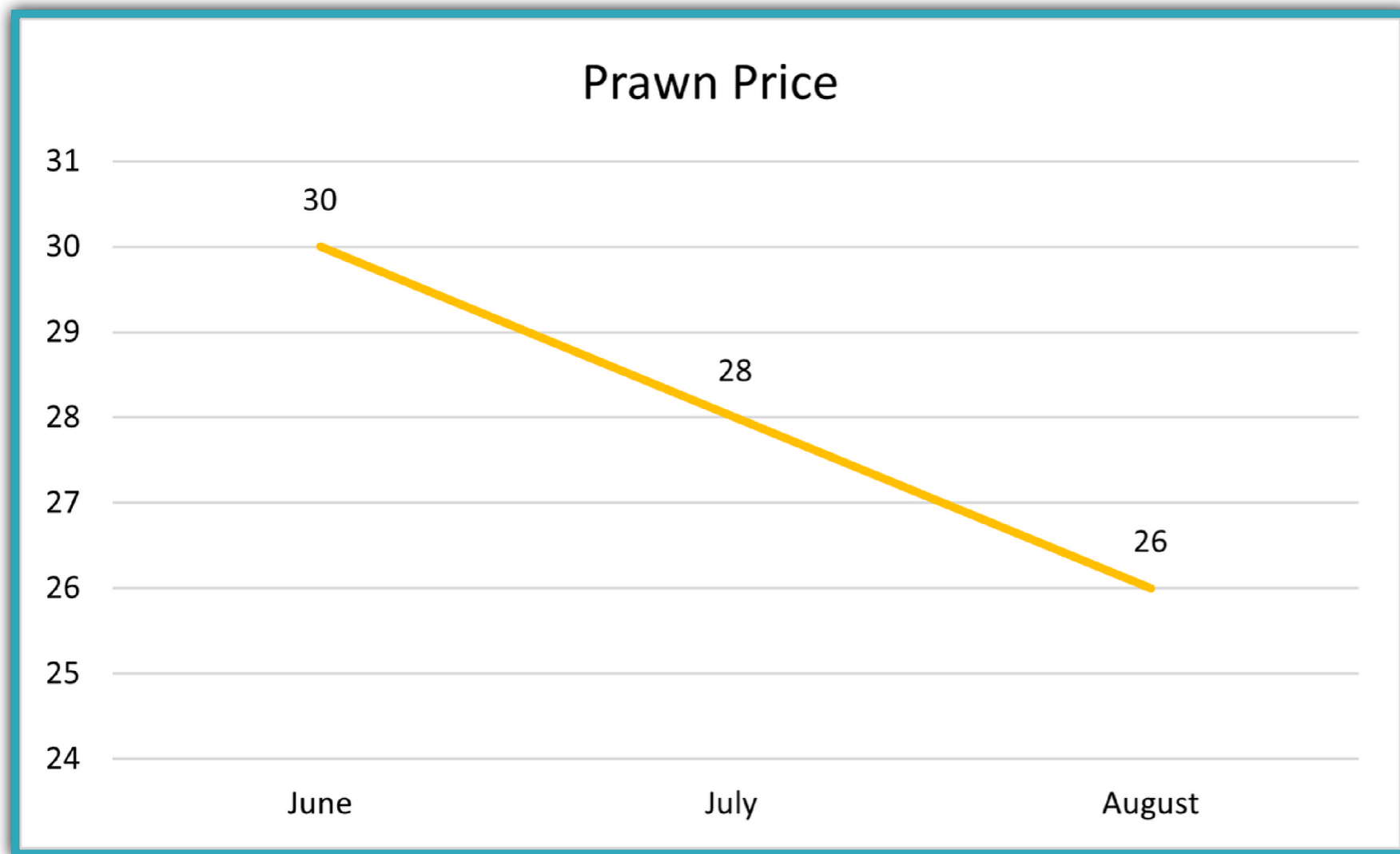
"A WORD FROM OUR CHIEF OPERATION OFFICER" - KENNETH CHEW



At Fdigs Makmur Farm, our progress has been exceptionally positive. Our operations have been strategically designed, involving the monthly stocking of **15 ponds** with a substantial **2.25 million shrimp fry** since our commencement in **June**. As we step into the month of **August**, we're thrilled to report that our achievements have exceeded projections, with a remarkable **35 ponds** already stocked – a noteworthy lead of **5 ponds ahead** of our scheduled timeline.

Continuing along this promising trajectory, we eagerly anticipate the unfolding journey. Leveraging our current momentum, we envision a robust path forward. Based on this ongoing progress, we are poised to accomplish a significant milestone. By either **August or September** of the upcoming year, we aspire to achieve a fully stocked Makmur Farm, boasting an impressive total of **232 ponds**.





Shrimp Prices Drop 13%

Amidst challenging economic conditions, the shrimp market has witnessed a notable transformation. Starting from **RM30 in mid-June**, shrimp prices have gradually ebbed to **RM26 by the present month of August**, marking a significant **13%** downturn. This decline can be attributed to a confluence of factors, including the influx of shrimp supplies originating from various nations like Vietnam, South America, and Thailand. The surge in imports has led to an oversupply scenario within the Malaysian market, consequently exerting downward pressure on prices.

This prevailing situation is anticipated to persist and cast its shadow over the market dynamics until the **first quarter of 2024**. As the economies of scale continue to favor shrimp production in these source countries, Malaysia is expected to navigate through this period of challenge, adjusting its supply-demand equilibrium. Consequently, stakeholders in the industry are closely monitoring these developments, strategizing on how to navigate the market intricacies and respond effectively to the evolving trade landscape.



“Launching Our Dedicated Frozen Tiger Prawn Processing Plant for Enhanced Distribution”



Anticipated for **November**, a significant milestone awaits us as we prepare to inaugurate our dedicated frozen food processing plant for distribution tiger prawn. This strategic endeavor is poised to revolutionize our operations, granting us the ability to wield a more direct influence over market pricing. With this newfound control, we aim to attain more advantageous rates, optimizing the value we bring to our products. By integrating the processing and distribution aspects of our frozen food line, we not only streamline our supply chain but also enhance our agility in responding to market fluctuations and consumer demands.

At present, our sights are firmly set on expanding our global footprint. We are targeting a diverse array of countries, including **Korea, China, various European nations, Singapore, and Australia**. Each of these markets presents its unique landscape of opportunities and preferences, and we are committed to customizing our exports to cater to their distinct tastes. Through this strategic international expansion, we seek to not only grow our business but also establish lasting relationships and make a meaningful impact on the global frozen food market.





Upcoming:

"Selling Live Shrimp"

In anticipation of **November**, we are eagerly preparing to introduce live shrimp sales in the dynamic **Singaporean market**. This strategic expansion not only signifies a pivotal milestone but also holds the potential to significantly enhance our financial performance. By strategically positioning our live shrimp with competitive pricing in Singapore, we project a substantial **8%** surge in profits. This initiative underscores our dedication to adapting and thriving in evolving markets while prioritizing customer contentment. As we embark on this venture, we are confident that our commitment to quality and innovation will resonate with Singaporean consumers, reinforcing our brand's reputation while driving impressive financial gains.

STAY TUNED FOR MORE UPDATES NEXT MONTH