FDI Group
Commercialising Aquaculture

Breaking News

FDI NEWSLETTER JUNE 2025/ ISSUES 45

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*"Our **Hong Kong breakthrough is a bold step forward** - proof that our integrated farm-to-export model works. We are ready to grow further, backed by a great product, a strong team, and a clear vision."*- CEO FDIGS Makmur

FROM FARM TO GLOBAL PLATES!

Talent recruitment at our Klang HQ remains difficult dues to nearby urban job markets offering higher pay and prestige.

Bridging the Talent Gap: Smarter Hiring, Stronger Teams, and AI-powered efficiency.

FDIGS Makmur has secured a new deal to deliver **1 ton of chilled Black Tiger Prawns daily to Singapore**.

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Fdi Newsletter

GOOD NEWS

FDIGS MAKMUR ENTERS HONG KONG MARKET

Pahang, June 2025 - FDIGS Makmur Sdn Bhd officially entered the **Hong Kong seafood market**, securing our first confirmed export agreement with a premium seafood distributor based in the region. The contract covers the delivery of **one container per month for three consecutive months - June, July, and August 2025** - totaling **three full containers of Black Tiger Prawns**.

This strategic win marks more than just a successful shipment - it signifies:

- **Our formal entry into one of Asia's most competitive and high-value seafood markets**
- A growing international footprint built on consistent quality and traceable farm-to-export operations
- Strengthening of our brand reputation as a trusted supplier of premium aquaculture products

The confirmed Hong Kong contract is expected to generate a **gross sales margin of approximately USD 200,500** over the three-month period. This **contribution aligns with our 2025 financial targets** and serves as early validation of our strategic focus on export market expansion.

All shipments will be carefully packed in full compliance with Hong Kong's import specifications. Our internal export team has already completed all required documentation, including product labeling and health certifications.

This success lays the foundation for **future long-term volume contracts** with other importers in the region - and demonstrates FDIGS Makmur's ability to scale sustainably in global seafood markets.

MESSAGE FROM OUR CEO

Dear All,

The ***successful launch of our export operations*** *into* ***Hong Kong*** *marks more than just another trade deal - it represents FDIGS' coming of age in the global seafood arena. This milestone is the* ***result of years of hard work, relentless refinement of our supply chain, and a commitment to deliver premium, traceable, and responsibly farmed Black Tiger Prawns from Malaysia*** *to the world.*

As we ***set sail into one of Asia's most discerning markets****, we do so with confidence in our product and in our people. Our integrated aquaculture model - from hatchery to harvest to export - is proving to be a sustainable and scalable growth engine.*

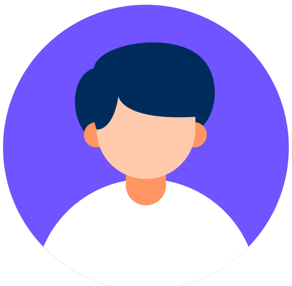
We remain grounded in our roots but ambitious in our vision. ***Hong Kong is just the beginning****.*

Thank you for believing in us, growing with us, and being part of this journey.

Warm regards,
Steven Tan Eng Chong, CEO FDIGS Makmur Sdn Bhd

CHALLENGE

“KL and Damansara offer better career growth”
-
Candidate A



“FDI Group brand is strong, but the location makes it less appealing”
-
Candidate B

NAVIGATING A TIGHT TALENT MARKET:

Klang HQ Recruitment Remains Challenging

While FDIGS Makmur continues to grow across export markets, a persistent challenge lies closer to home: **attracting and retaining high-quality talent at our headquarters in Klang**.

Located just 20 to 30 minutes away from metropolitan areas such as **Subang, Kuala Lumpur, and Damansara**, Klang often competes with these hubs for skilled professionals. These urban centers offer not only higher salary benchmarks but also stronger employer brand visibility and a broader talent network. As a result, FDI Group faces:

- **Higher turnover rates**, particularly in administrative and mid-level operational roles
- **Difficulty attracting top-tier candidates**, especially in specialized fields like logistics, compliance, and digital marketing
- **A limited local talent pool**, making succession planning and leadership development more difficult

This geographic talent gap presents an ongoing operational hurdle - one that could potentially slow internal scalability if not addressed proactively.

SOLUTION

Building A Resilient Workforce for the Future

To address the ongoing recruitment and talent retention challenges, **FDI Group is adopting a multi-pronged strategy aimed at enhancing organizational agility and long-term workforce stability**.

1) Executive Search & Recruitment Optimization

We have partnered with reputable headhunting firms to support the recruitment of high-impact professionals for key leadership and technical roles - a move designed to improve quality-of-hire and reduce time-to-fill for critical vacancies.

2) Technology-Enabled Talent Acquisition

FDI Group is rolling out **Jobstreet's latest Smart Hiring platform**, an AI-assisted recruitment solution that enhances candidate screening, shortlisting, and job-candidate matching efficiency - allowing us to focus on top-tier applicants faster.

In May, one of our managers completed the Occupational Safety and Health (OSH) Coordinator Course. This marks a key step in our staff upskilling efforts and strengthens our ability to manage workplace safety in-house.

3) Internal Talent Development & Upskilling

A structured multitasking and cross-training initiative is now underway for existing staff. This program is designed to:

- **Increase overall workforce productivity**
- **Elevate employee income potential**
- **Reduce attrition by expanding career pathways within the organization**

4) Future-Ready Operations Through AI integration

We are currently evaluating AI-based workflow automation tools to streamline repetitive tasks and reduce dependency on high manpower levels. These enhancements are expected to improve operational efficiency while enabling our teams to focus on higher-value functions.

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WHAT'S COMING UP?

Daily Deliveries to Singapore Set Sail

FDIGS Makmur Sdn Bhd is pleased to announce a major milestone in our export operations - **a confirmed supply agreement to deliver 1 ton of premium chilled tiger prawns daily to Singapore**. This marks our first foray into chilled daily seafood exports, adding a new dimension to our international business portfolio.

Commercial Highlights

- **Delivery Volume:** 1 ton per day
- **Destination:** Major seafood distributors in Singapore
- **Projected Monthly Revenue:** RM1,000,000
- **Commencement:** Mid-2025

This long-term supply arrangement not only provides consistent revenue inflow, but also **establishes FDIGS Makmur as a reliable, high-quality supplier** to one of Southeast Asia's most demanding markets.

Our Expanding Global Footprint

With Singapore now added to our client portfolio, FDIGS Makmur proudly serves four active export markets:

- **Taiwan**
- **South Korea**
- **Hong Kong**
- **Singapore**

Each market is advancing steadily, reinforcing our regional presence and validating our strategy of targeted, quality-driven expansion. This strategic growth supports our 2025 vision of becoming **a trusted regional leader in sustainable and high-grade seafood exports**.