



**“Plugging in to the global agricultural Value chain- a perspective from developing countries in Asia”
(AEON Malaysia Experience)**

PUBLIC FORUM 2015

Presented :

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AEON Co.(M)

WHAT IS ÆON?

“FROM JAPAN TO MALAYSIA”

MAP OF THE FAR EAST



1970, formed JUSCO Co. Ltd (Japan United Stores Company)



1984, Jaya Jusco Stores Sdn Bhd was established in Malaysia, in response to the Malaysian Prime Minister Dato; Seri Dr. Mahathir

2001, company became **ÆON Co. Ltd** (1985 - 2014, total 29 stores and 4 Maxvalu was opened in Malaysia)



HALAL, HACCP & HYGIENE

AEON Halal Policy

- comply to the Malaysian Halal Standard MS1500:2009



AEON Halal Committee

- to ensure the conformance of the Halal Policy, AEON Halal System and requirements of company

HALAL

HACCP / ISO2200

HYGIENE / GMP

AEON Halal Commitment

- to control in receiving raw material for storing, packaging, processing, display and distribution

- to ensure all its products are Halal, safe and nutritious to eat



HACCP

ÆON started implemented HACCP requirement since 2008 ,to all Bakery, Delica, Sushi, Fish, Meat, Produce and D&D dept. and all stores certified with HACCP in 2013

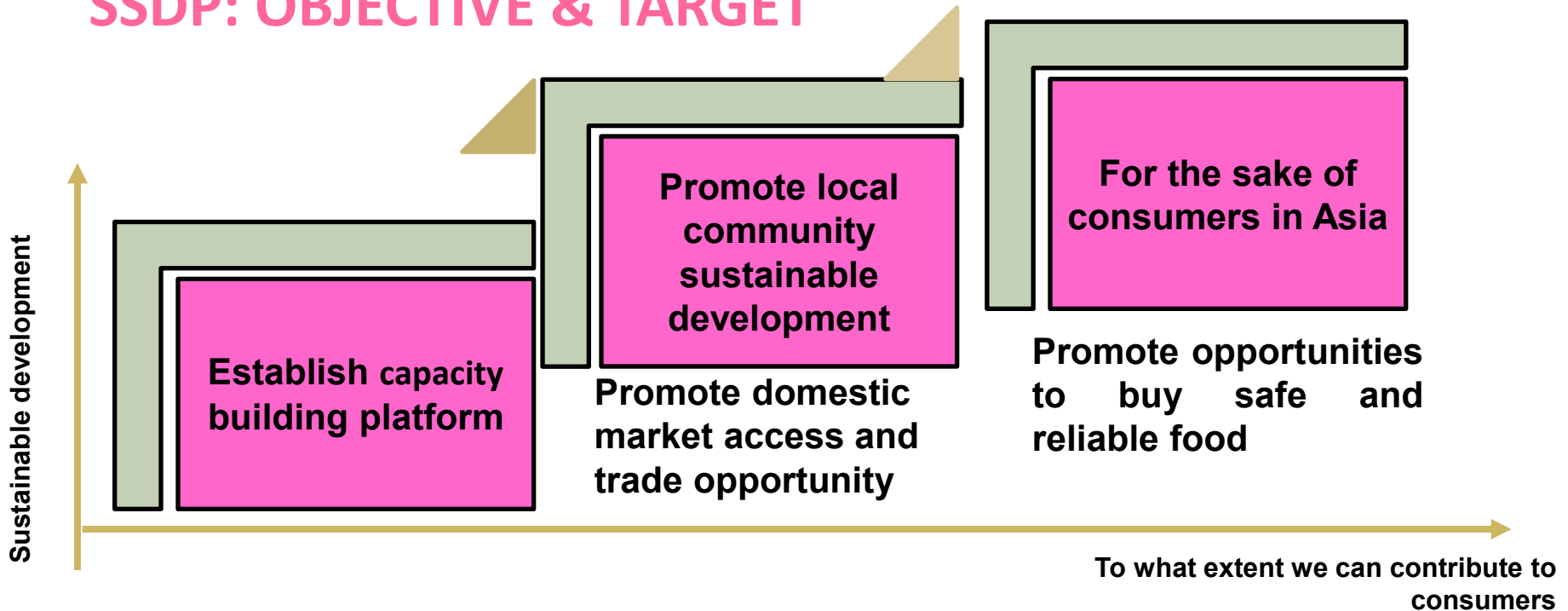


Sustainable Supplier Development Program



15 Jan 2013, at AEON AU2, Setiawangsa. Officiated by Minister of International Trade & Industry Malaysia, Datuk Sri Mustapha Mohamad

SSDP: OBJECTIVE & TARGET



SSDP OVERALL ROAD MAP

SSDP STAGES

- Planning & Development stage
- April 2012 – April 2013

PILOT PHASE

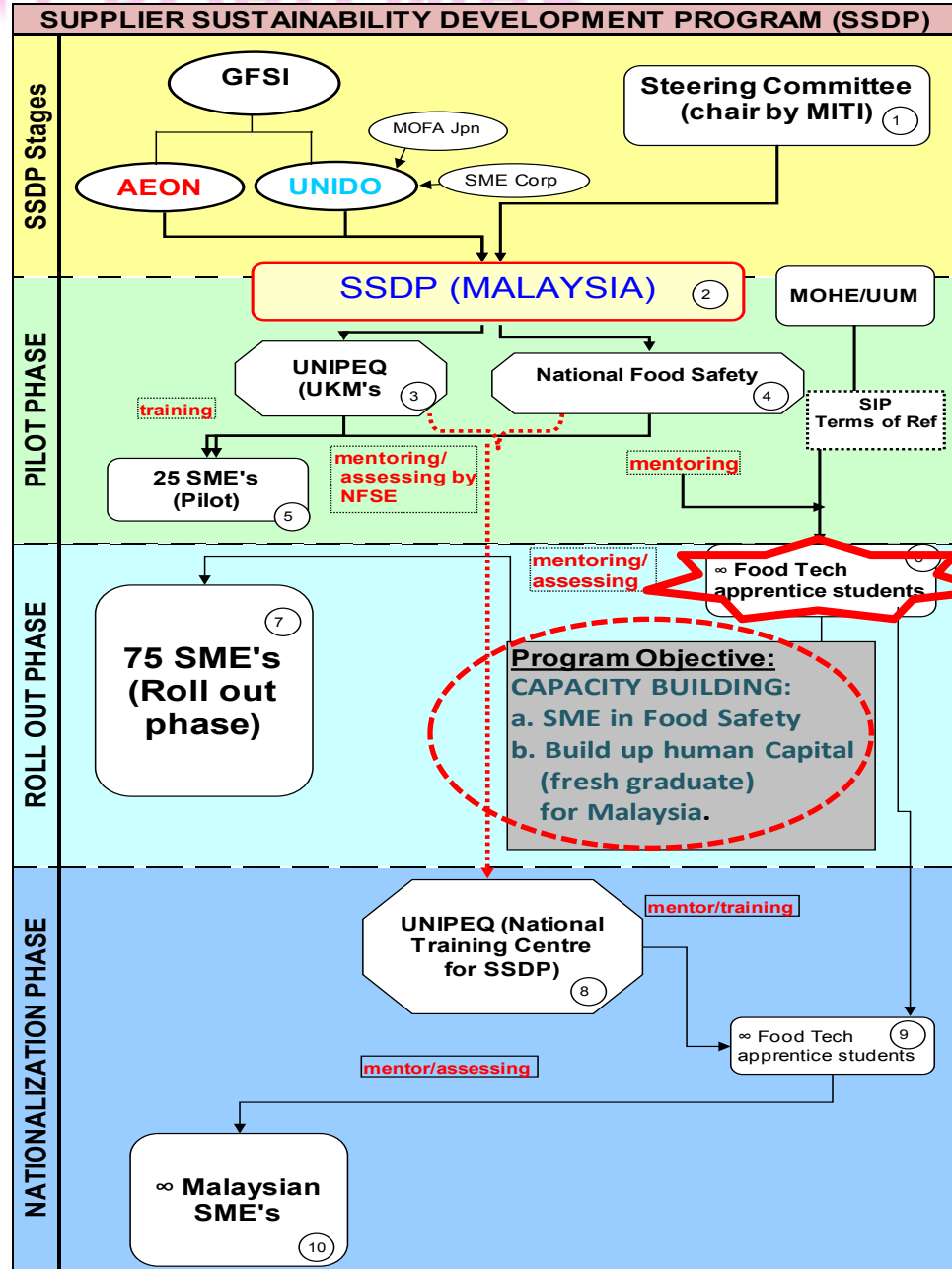
- Execution & Fine tune
- 25 SME's participated
- April 2013 – Sept 2014

ROLL OUT PHASE

- SSDP model ready for execution
- 75 SME's
- Jan 2014 – Feb 2015

NATIONALIZATION PHASE

- SSDP ready to nationalize
- Feb 2015 - onwards



Result

@ enterprise level

Basic

- **25** local suppliers enrolled
- **24** completed and **10** passed



Intermediate

- **10** suppliers enrolled
- **8** completed the intermediate
- **All** ready for certification (GMP/HACCP/FSSC 2200/BRC/etc)





WAY FORWARD

GOVERNMENT INVOLVEMENT: **Noraini Binti Dato' Mohd Othman**, Senior Director, Malaysia Ministry of Health



Regulation 9 requires all establishments to have in place a food safety programme. We have designed a very simple certification, it's a stepped approach. We have linked this with SSDP which has been integrated across all our work for food safety activities. This is a win win situation for us all. There are benefits for all food establishments that can implement food safety programs through this public-private partnership. We are very excited about this project and I would like to invite you all to join us in the future."

"It is with the greatest pleasure that I am able to present the last part of this story. Here in Malaysia we have various regulations that we must follow, including our Food Act 2011.

SSDP has been integrated across all our work for food safety activities."

KEY TAKEAWAYS (from full session):

- 1 UNIDO are looking for ideas and partners for new public-private partnerships, based on the GFSI Global Markets Programme, around the world.
- 2 The small companies that have been involved in the SSDP have seen growth in their confidence and their sales.
- 3 The Malaysian government has nationalised the SSDP. All retailers are being invited to participate.