

ROLES OF PPSB IN DEVELOPING MALAYSIA EDIBLE BIRD NEST (EBN) INDUSTRY

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Persekutuan Persatuan Pedagang Sarang Burung Malaysia (hereinafter “PPSB”) was established in year 2008 with the initial objective of obtaining legal recognition of the industry at government level. PPSB with its 26 member associations from the various states of Malaysia has been actively working on various industry issues by actively uniting different segments of the industry to promote growth and achieve export status. The organization has also taken part in inter-government department consultations, and has been involved in the publication of DVS 1GP policies, setting the Malaysia Standards for bird nest industry by Jabatan Standard Malaysia, and drafting the export standard for raw-unclean EBN under Sirim Malaysia.

To counter prolonged poor market performance, PPSB organized some activities nationwide to assist in the sales in local market such as the EBN Tender Program and Bird Nest Domestic Sales and Promote of Culture Program. The objectives were to increase the sale volumes domestically and promote sharing on market information. PPSB has also organized a few meetings with major international EBN trading associations in China, Hong Kong and Indonesia. These not only widen our exposures internationally, but also improved our relationship with entrepreneurs in other countries.

With export to China resumed in April 2014, PPSB signed a supply chain agreement with Lead Evergreen (Beijing) Investment Co. Ltd, Xiamen Haicang Investment Group Co. Ltd. and Xiamen Evernest Chain Operation Co. Ltd. in Xiaman as core supplier for their joint venture Project China Yandu, to create another channel for the members to sell their bird nest to China. These three companies will invest more than 2 billion RMB into this project for the development of China local EBN industry.

At September 2014, our leaders President of PPSB, Dato’ Lee Kong Heng and Vice President, Mr. Liw Chong Liong, were invited to visit the construction site of China-Malaysia Qinzhou Industrial Park. The EBN industrial development, especially on R&D will be one of the main focus in the development of this industrial park. China-Malaysia Qinzhou Industrial Park was chosen as one of the raw-unclean EBN entry port into China, when raw-unclean EBN can be legally import into China.

With vast changing international EBN market where Malaysia need more innovative products to fulfill the needs in international market, PPSB will strengthen its roles with all the relevant and essential components in the industry.