

**SPEECH NOTE**

**YB DATO' SAIFUDDIN NASUTION BIN ISMAIL**

**MINISTER**

**MINISTRY OF DOMESTIC TRADE AND  
CONSUMER AFFAIRS**

**DISTRIBUTION CENTRE KAJANG LAUNCH**

**18 SEPTEMBER 2018 (TUESDAY)**

**DISTRIBUTION CENTRE, GCH RETAILS,  
KAJANG**

**BISMILAH...**

**THANK YOU TO THE EMCEE,**

**ASSALAMUALAIKUM W.B.T, SALAM SEJAHTERA**

**DAN SALAM NEGARAKU MALAYSIA**

- **Y.A.M. TUNKU NAQUIYUDDIN IBNI ALMARHUM TUANKU  
JA'AFAR,  
CHAIRMAN OF GCH RETAIL (MALAYSIA) SDN BHD**
- **YANG BERBAHAGIA DATO' MOHD ROSLAN BIN MAHAYUDIN  
DIRECTOR OF ENFORCEMENT, MDTCC**
- **PUAN ROSSANA ANNIZAH BT AHMAD RASHID,  
JARDINES MATHESON COUNTRY CHAIRMAN**
- **MR. PIERRE OLIVIER DEPLANCK,  
MANAGING DIRECTOR OF GCH RETAIL (MALAYSIA)**
- **OUR FRIENDS FROM THE MINISTRY**
- **VALUED BUSINESS PARTNERS**
- **OUR FRIENDS FROM THE MEDIA**

- **AND TEAM MEMBERS**

**FIRST OF ALL, I WOULD LIKE TO THANK GCH RETAIL MALAYSIA FOR INVITING ME TO THIS CEREMONY. I AM VERY PLEASED TO BE GIVEN THIS OPPORTUNITY TO REPRESENT THE MINISTRY OF DOMESTIC TRADE AND CONSUMER AFFAIRS FOR THE LAUNCH OF GCH RETAIL'S NEW "FRESH DISTRIBUTION CENTRE" (HEREINAFTER "DC") HERE IN KAJANG.**

**GCH RETAIL RECENTLY REVEALED ITS COMMITMENT TO PROVIDE CUSTOMERS WITH FRESH PRODUCE OF THE HIGHEST QUALITY WHILE FOCUSING ON PROVIDING THE BEST VALUE TO CUSTOMERS IN MALAYSIA. THIS NEWEST DC LOCATED IN KAJANG WILL SERVE THIS PURPOSE AS THE LARGEST AND MOST INNOVATIVE FRESH DISTRIBUTION CENTRE IN MALAYSIA.**

**IT IS UNDENIABLE THAT THE STRATEGIC LOCATION OF DC KAJANG, WHICH IS BETWEEN THE FIELD AND THE STORES SATISFY ITS CORE MISSION OF GATEWAY FOR FRESHNESS - PRESERVING THE FRESH FROM FARMS ALL THE WAY TO THE CUSTOMERS' BASKETS.**

**FROM MY POINT OF VIEW, BY NARROWING THE GAP BETWEEN THE FIELD AND STORES, GCH RETAIL IS ABLE TO REACH MORE LOCAL PRODUCERS AND ENSURE THE FRESHNESS OF THE PRODUCTS.**

**KUDOS TO GCH RETAILS FOR THEIR CONTINUOUS INNOVATION AND TECHNOLOGY ADVANCEMENT IN ORDER TO OFFER THE NATION A GREATER SELECTIONS FOR QUALITY PRODUCTS.**

**FURTHERMORE, THE OPENING OF THIS DC WILL PROVIDE MORE JOB OPPORTUNITIES TO THE LOCAL COMMUNITIES. WE ARE PLEASED TO LEARN THAT OVER 200 VENDORS WILL BENEFIT FROM THE USE OF THE GCH'S FRESH DISTRIBUTION SYSTEM.**

**GCH RETAIL IS A HOMEGROWN BRAND AND IN LINE WITH THE GOVERNMENT VISION TO ENCOURAGE CONSUMERS TO BUY MORE MALAYSIAN PRODUCTS, THIS EFFORT WILL BE ABLE TO STIMULATE DOMESTIC ECONOMIC GROWTH BY INCREASING THE PURCHASE OF LOCAL GOODS AND CONSEQUENTLY HELP OUR LOCAL ENTREPRENEURS, FARMERS AND FISHERMAN TO GROW.**

**WE WOULD ALSO WOULD LIKE TO RAISE PUBLIC AWARENESS OF THE QUALITY OF THE LOCAL PRODUCT THAT WE HAVE HERE IS ON PAR WITH INTERNATIONAL STANDARDS.**

**MALAYSIA IS A THRIVING SOCIETY AND THE RISE OF MIDDLE INCOME LEVEL CONSEQUENTLY ALLOWS THE POPULATIONS TO BECOME MORE URBANISED AND ACHIEVE GREATER BUYING POWER.**

**WITH THIS, THERE IS NOW GREATER DEMAND FOR HIGHER QUALITY AND FRESH PRODUCTS. THE SHIFT IN CONSUMPTION**

**PATTERNS HAS ENCOURAGE THE RETAILERS AND HYPERMARKETS TO PROVIDE CONSUMERS WITH BETTER ACCESS TO QUALITY AND FRESH PRODUCTS IN ORDER TO MEET THE RISING DEMAND.**

**AS WE ARE AWARE, FOOD WASTAGE IS BECOMING AN INCREASINGLY IMPORTANT ISSUE IN BOTH THE LOCAL AND GLOBAL LEVELS. THE ALARMING INCREMENT RATE OF FOOD SURPLUS AND WASTAGE IN MALAYSIA FOOD SUPPLY CHAINS ARE ATTRACTING GROWING ATTENTION DUE TO ITS ENVIRONMENTAL, SOCIAL AND ECONOMIC IMPACTS.**

**FOOD WASTAGE IN MALAYSIA IS AT A CRITICAL LEVEL, WITH UP TO 3,000 TONNES OF LEFTOVER FOOD BEING THROWN AWAY EACH DAY, INCLUDING 45% OF THE FOOD THAT ARE STILL GOOD TO CONSUME.**

**IN A BID TO HELP CURB THIS WASTAGE, THE GOVERNMENT HAS ANNOUNCED A NATIONWIDE “ZERO WASTE” POLICY TARGETED TO BE IMPLEMENTED BY THE END OF THIS YEAR.**

**THROUGH THIS EFFORT, EXCESS FOOD FROM HYPERMARKETS AND SUPERMARKETS WILL BE DISTRIBUTED TO THE LESS FORTUNATE ESPECIALLY THE NEEDY AND POOR. WE ARE WORKING CLOSELY TOGETHER WITH GCH RETAIL TO PROVIDE THE BEST FOR MALAYSIANS THROUGH VARIOUS EFFORTS IN MINIMISING FOOD SURPLUS.**

**WITH THE SEVERAL KEY INITIATIVES WE HAVE PLANNED FOR THE YEAR, THE OPENING OF DC KAJANG IS DEFINITELY A MOVE IN THE RIGHT DIRECTION - EDUCATING THE PUBLIC ON IMPORTANCE OF FRESH PRODUCE AND FOOD WHICH WOULD ULTIMATELY LEAD TO US RAISING AWARENESS ON THE HIGH QUALITY OF LOCAL PRODUCE AS WELL AS THE SIGNIFICANCE OF ZERO FOOD WASTAGE IN ORDER TO HELP BENEFIT THE LESS FORTUNATE.**

**LAST BUT NOT LEAST, I WOULD LIKE TO EXTEND MY APPRECIATION AND GRATITUDE TO ALL PARTIES INVOLVED MAINLY GCH RETAIL MALAYSIA, ON THE COOPERATION AND COMMITMENT GIVEN TO MAKING A CHANGE IN MALAYSIA - CULTIVATING A BETTER MORE SUSTAINABLE SOCIETY.**