

宏誠集團 *Sunzen* GROUP

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Sunzen Group of Companies
No. 50, Jalan Anggerik Mokara 31/47,
Kota Kemuning, 40460 Shah Alam,
Selangor Darul Ehsan, Malaysia.

NEWSLETTER

APRIL ISSUE



COMPANY'S MESSAGE

2020 will be an important year for Sunzen. With the emergence of new contagious diseases and viruses, it is more critical than ever to be responsible in conducting business and be wary of the harmful consequences of not being hygienic.

As a company in human health and animal health industry, Sunzen is fully committed in developing the best products for livestock, healthcare and the environment. In this newsletter, we look back at some of the company activities in January to March that was done to promote the importance of biosecurity and good practices in the livestock industry.

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- PT Otasindo Prima Satwa Annual Meeting XVI, Indonesia
- Customer In-House & Open Seminars
- Footnote

**IT'S GOING TO BE HARD
BUT HARD
DOES NOT MEAN
IMPOSSIBLE**

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Sharing session in between Zeus & Sunzen representative

ZEUS BIOTECH MALAYSIA VISIT

20 JAN 2020 – 23 JAN 2020

Hailing all the way from India, Dr. Channegowda from Zeus Biotech had visited Malaysia to share his field experience on non-antibiotic feed additives, feed supplements, as well as the non-antibiotic approach to optimum livestock performance. Besides providing inhouse training to Sunzen employees on non-antibiotic feed additives and farm supplement products, he had also led the team for a client visit as a case study example.

PT OTASINDO PRIMA SATWA ANNUAL MEETING XVI, INDONESIA

22 JAN 2020



Dr. Hermisen Ina, Sunzen Biotech Senior Techno-Commercial Manager, had attended the Otasindo Annual Meeting to share about the application and benefits of Orgacids as a non-antibiotic solution in animal feed. Given the rapidly changing agriculture environment and the spread of COVID-19, Sunzen will continue to collaborate with industry veterans to discuss and exchange ideas on optimal solutions that can benefit the livestock industry.



"Manfaat Produk **Orgacids** Dalam Ransum Hewan Ternak sebagai Acidifier Antibakteri"

Date : 22 Jan 2020
Venue : Hotel Harper MT, Haryono

Dr Hermisen Ina,
DVM (UPM)
Senior Techno-Commercial Manager
SUNZEN BIOTECH BERHAD

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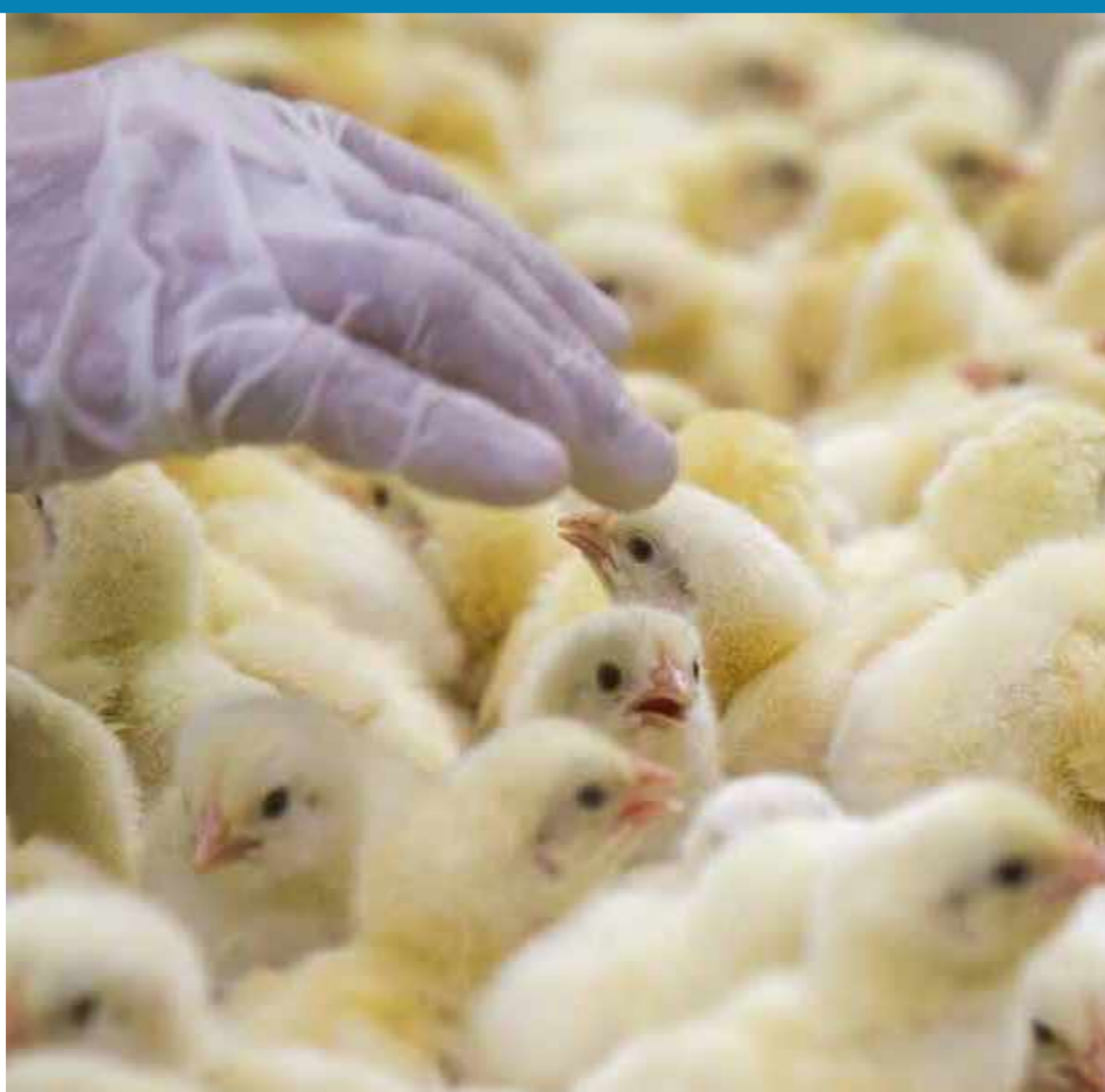
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CUSTOMER IN-HOUSE & OPEN SEMINARS

A total of three seminars were held in February, to achieve the following objectives:



1. To promote the company's products and increase company sales
2. To promote the company's animal health service provider and customer support teams
3. To service and retain existing product and solution users
4. To expand company's product distribution and market share among integrators/farmers
5. To promote the company's image as a reliable and trustworthy partner in the livestock industry



TOPICS

- Importance of Biosecurity in Poultry Farms for better poultry performance
- Proper application of Health Supplement products and prudent use of antibiotics in Broilers

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FARMIERA KLANG

19 FEBRUARY 2020



AYAMAS CONTRACT FARMERS

Kuala Selangor
& Sabak Bernam

26 FEBRUARY 2020



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AYAMAS CONTRACT FARMERS

Norther Region

26 FEBRUARY 2020

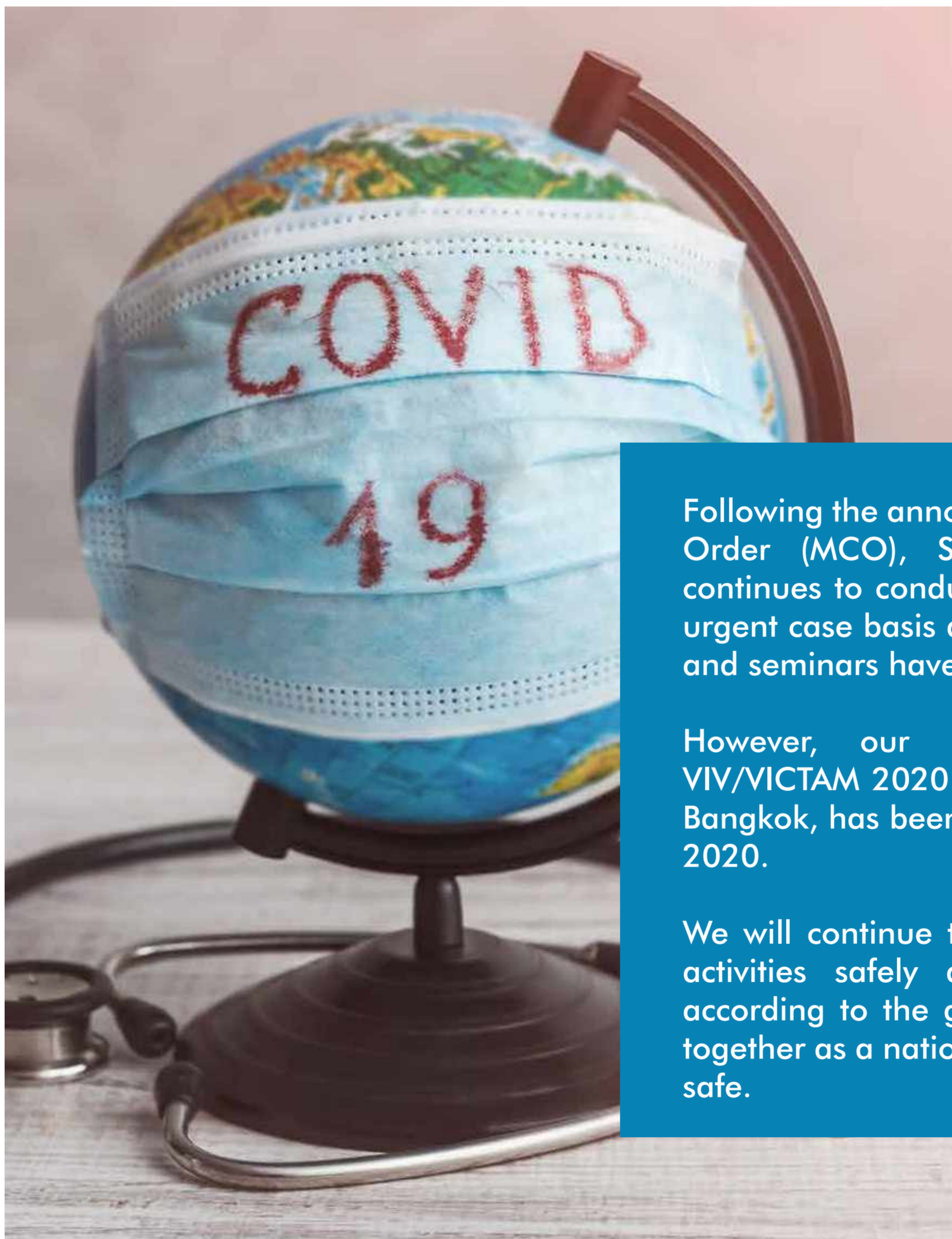
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FOOTNOTE

Following the announcement of the Movement Control Order (MCO), Sunzen's techno-commercial team continues to conduct farm visits for diagnostics on an urgent case basis as approved by MITI, while trainings and seminars have been shifted online.

However, our participation in the upcoming VIV/VICTAM 2020 Exhibition that is due to be held in Bangkok, has been officially postponed to 7th-8th July 2020.

We will continue to plan and organise our company activities safely and effectively during the MCO according to the government's guidelines. Let's work together as a nation to beat Covid-19. Stay home, stay safe.

**INTERESTED TO
KNOW MORE ?**

We can be reached here

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