

## Rhone Ma Malaysia eyes Ph as market for products and vet services

**A** dynamic and fast-growing group in Malaysia is training its eyes on the Philippines and other southeast Asian countries as export market for its animal health care products and provision of veterinary supplies and veterinary advisory services in a bid to expand its footprint across the ASEAN region.

Rhone Ma Malaysia Sdn Bhd managing director Dr. Lim Ban Keong recently told a group of visiting agriculture journalists his company was keen on establishing distributorship or linking with local partners in ASEAN countries to promote its products and services for the livestock, feed and food safety industries.

But he acknowledged that tedious product-registration procedures imposed by veterinary authorities in some target countries, notably for its in-house manufactured products, are posing challenges to Rhone Ma's expansion effort.

"We have already successfully registered our products in Indonesia while our registration process in Vietnam is ongoing," Dr. Lim said. "But the Philippines poses a challenge to us because its registration procedures do not seem to be harmonized with the ASEAN region and there are numerous detailed documents required to be submitted."

Currently, Rhone Ma has started exporting its antifungal Nystatin FG product for livestock to Indonesia and the same product's registration process in Vietnam is expected to be finished late this year.

Its techno-commercial manager, Dr. Lim Hang Chern, said his firm can export water soluble and solution-form feed additives manufactured by its own GMP-certified plant even as it already distributes in Malaysia its amoxicillin, tilmicosin for feed and drinking water, electrolyte for drinking water, and some disinfectants.

"We think we can export these products to other countries anytime as long we can find



*Dr. Lim Ban Keong*

the right distributors to work with us," he said.

Rhone Ma is a 15-year old enterprise which has gained national stature and prominence in Malaysia partly due to its internationally accredited veterinary laboratory and award-winning efforts to undertake research and development activities in biotechnology related to animal health, food safety and agriculture.

Along with sister companies Vet Food Agro Diagnostics and Asia-Pacific Special Nutrients, Rhone Ma is also admired and recognized for its impressive management system of carrying out a total solution provider program known as TSP. This is an approach taken by the firm to fulfill customers' needs by integrating veterinary advisory services, diagnostic laboratory analysis and research and development activities complemented by a broad range of animal health products.

Rhone Ma was one of three companies recently visited by agribusiness writers from Asia as part of a journalist program arranged by UBM, a Malaysia-based global trade events organizer behind the upcoming "Livestock Asia Expo and Forum 2015" to be held at the Kuala Lumpur Convention Centre in September 2015.

With annual sales turnover of nearly P1.2 billion, Rhone Ma could be seen as a combination of Filipino firms Enson Laboratories based in Caloocan City and Cavite-based Blaine Corporation, an animal health, nutrition and pharmaceutical company established by former Rhone Poulenc saleswoman Nema Macatugob. ■

*By FMD*



*A group of agribusiness journalists from around Asia pose for a posterity shot with Shiao Pau (front, second from left,) head of Vet Food Agro Diagnostics, a sister company of Rhone Ma Malaysia.*