



SPEECH TEXT

**YB DATO' SRI HAJAH NANCY BINTI HAJI SHUKRI
MINISTER OF WOMEN, FAMILY & COMMUNITY DEVELOPMENT**

**GARDENIA KL FACTORY TOUR
RELAUNCH CEREMONY**

DATE/TIME/LOCATION

**16 January 2024 (TUES) | 10.00am
Gardenia Bakeries (KL) Sdn Bhd
Kilang Gardenia Bakers Maison, Shah Alam**

Updated: 15 Jan 2024

Bismillahirrahmanirrahim. Assalamualaikum warahmatullah
wabarakatuh and Salam Malaysia Madani,

SALUTATION

Mr Koh Chin Huat

Chief Executive Officer of Gardenia Bakeries (KL) Sdn Bhd

**Senior Management of Ministry of Women, Family and Community
Development, as well as Senior Management of Gardenia KL**

Children from the Trinity Community Children Home Society

Members of the Media

Ladies and Gentlemen

A very good morning and I hope it is still not too late to wish Happy New Year to all of you!

1. Allow me to begin by expressing my heartfelt thanks and sincere appreciation to Mr Koh and his team at Gardenia KL for inviting me to this special event today. Coming to Gardenia is like being at our kitchen at home. The smell of fresh bread is just so comforting and homely.
2. We gather here today, to acknowledge the remarkable journey of Gardenia KL and to also celebrate their incredible

story within Malaysia's bakery industry. I was made to understand that Gardenia KL started its operation from a rented factory in Section 16, Shah Alam, by just producing one single product that is the "Original Classic 400g". Today, Gardenia KL is the market leader in the bread manufacturing industry in Malaysia. And I just got to know that Gardenia products are manufactured in eight factories in Peninsular Malaysia, producing 59 types of products, with approximately 3.8 million units of products produced every day.

3. This makes Gardenia KL a household brand, and I think it is not too much to say that Gardenia products are at almost every home of Malaysians as it is also conveniently sought by consumers. You can see plenty of Sabahans and Sarawakians carrying bags of Gardenia products at the airport every day – proving that it is truly a Malaysian brand.

Ladies & Gentlemen,

4. I heard that Gardenia KL had a bit of a tough time; they had to pause their production line and the Factory Tour Programme

here for four whole years due to the Movement Control Order of the COVID-19 pandemic as well as the flood in December 2021. They've bounced back brilliantly. Not only have they got everything up and running again, but they've also added some new improvements and features, or so I've been told. A big congratulations to Gardenia KL for overcoming those challenges and coming back stronger!

5. As mentioned by Mr Koh just now, this Gardenia KL Factory Tour Programme has attracted around 40,000 visitors a year. This tour programme is for both children and adults alike - attracting more than 10,000 adult visitors per year including senior citizen.

It is clear that this program is perfect for everyone and is a fantastic social activity for all age groups.

6. In line with the Ministry of Women, Family & Community Development's commitment to lead in community development and foster shared prosperity, we consistently endorse initiatives that align with this goal. Our approach transcends differences in color, race, religion, and ethnicity, focusing solely on the wellbeing of Malaysia and all Malaysians. It's with this spirit of inclusivity and unity that I commend the Gardenia KL Factory Tour Programme. Its educational value

and the opportunity it provides for positive social engagement are exemplary, effectively bringing together Malaysians from all walks of life.

7. Our ministry consistently values and embraces partnerships and support from private organizations. This aligns seamlessly with our objective of enhancing strategic collaborations with key stakeholders to develop an effective and comprehensive support system. I am acutely aware of Gardenia KL's invaluable role as a partner in aiding victims of natural disasters, including floods. On behalf of the Ministry, we would like to formally

express our deepest appreciation to Gardenia KL for their unwavering support and contributions to this vital cause.

8. On that note, our Ministry would like to collaborate with Gardenia to further empower the Bengkel Daya and Anjung Sinar programs under the supervision of the Department of Social Welfare (JKM). Bengkel Daya is a Protected Workshop under JKM specifically for Persons with Disabilities (PWDs) who are unable to obtain employment in the open market. This workshop provides training and employment opportunities to PWDs in various fields including bread and pastry, in order to provide them with a source of income. Currently, there are two

Bengkel Daya managed by JKM, namely Bengkel Daya Klang and Bengkel Daya Sungai Petani.

9. Anjung Sinar, on the other hand, is a temporary transit center that provides a social support system to children discharged from JKM institutions to empower their potential by providing educational and skill opportunities in preparation for the future.
10. Potential collaborative initiatives include skill enhancement and technological knowledge sharing, particularly in baking and pastry arts. This will assist Bengkel Daya's trainees in

enhancing and elevating their product quality. Moreover, creating job openings for Persons with Disabilities (PWDs) and young people from JKM institutions is crucial, as they often struggle to find jobs in the general market.

11. This long-term strategic partnership promises to significantly enhance the #GardeniaCares program. This aligns perfectly with Gardenia's ongoing Corporate Social Responsibility efforts. Without a doubt, such a collaboration will shine a brighter light on our Ministry's target demographic, addressing their specific needs more effectively.

Ladies and gentlemen,

12. To conclude, I would once again like to express my sincere appreciation to Gardenia KL for having me and the team from the ministry. I personally applaud all initiatives undertaken by Gardenia KL in supporting and for the well-being of the community, particularly in supporting activities under the ministry. My best wishes go out to everyone involved, and it is my earnest hope that we persist in our endeavors to enhance the quality of life for all individuals.

13. To bring my speech to a close, I'd like to share a quote from Helen Keller that resonates with today's event, "Alone we can do so little; together we can do so much."

14. And with that ladies and gentlemen, I now officiate the Gardenia KL Factory Tour Programme!

Thank you.

Wabillahi Taufiq Wal Hidayah

Wassalamualaikum Warahmatullahi Wabarakatuh.

Dato' Sri Hajah Nancy binti Haji Shukri

**Menteri Pembangunan Wanita, Keluarga Dan Masyarakat
16 January 2024 (Tuesday)**