

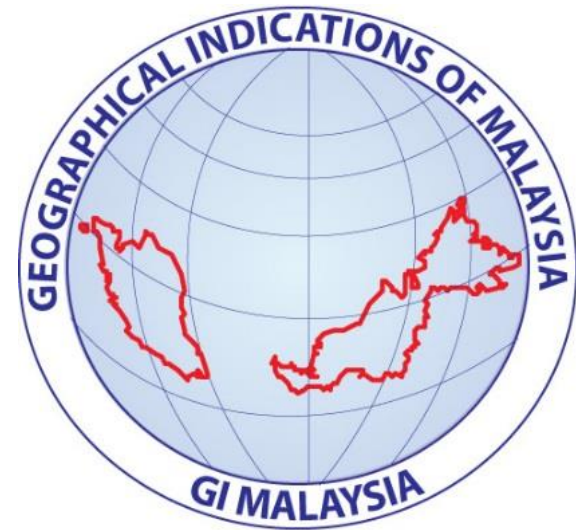
# **Geographical Indications Protection & Promotion in Malaysia**

Mr. Ryzul Osman Basah  
Senior Assistant Intellectual Property Officer  
Trademark & Geographical Division  
Intellectual Property Corporation of Malaysia



# CONTENT

- 1 ➡ **Overview  
About Malaysia**
- 2 ➡ **Overview of GI  
in Malaysia**
- 3 ➡ **Registered GI  
in Malaysia**
- 4 ➡ **GI Statistic**





# **Overview About MALAYSIA**

# About Malaysia

- ❖ Federal constitutional monarchy with two legislative houses
- ❖ Capital: Kuala Lumpur
- ❖ Population: 2018 est.) 32,456,000
- ❖ Area 330,345 SQ KM
- ❖ Major language: Bahasa Malaysia, English, Mandarin, Tamil
- ❖ Major religions: Islam ,Buddhist, Hindu ,Christian
- ❖ Life expectancy 72.7years (men), 77.6 years (women)
- ❖ Currency: Ringgit



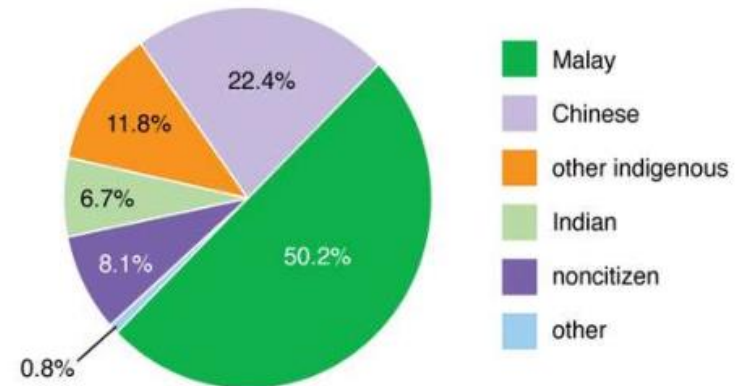


# CULTURE, ETHNIC AND GEOGRAPHY

- ▶ Geographically, Malaysia is almost as diverse as its culture. 11 states and 2 federal territories (Kuala Lumpur and Putrajaya) form Peninsular Malaysia which is separated by the South China Sea from East Malaysia which includes the 2 states (Sabah and Sarawak on the island of Borneo) and a third federal territory, the island of Labuan
- ▶ The population of Malaysia consists of three main ethnic groups—Malays, Chinese, Indian. Estimates for 2011 reported the following distribution: Malays and other indigenous groups (Bumiputras), 62%; Chinese, 22.4%; persons of Indian descent, 6.7%; and other groups, 8.9%.. The indigenous groups on the peninsula are collectively called the Orang Asli (aborigines) and number about 50,000.

- About half of Sarawak's residents; the largest indigenous group consists of the Sea Dayaks, or Ibans, followed by the Land Dayaks, or Bidayuh. The majority of Sabah's population consists of indigenous peoples, principally Kadazans, Bajaus, and Muruts. The balance is dominated by Chinese.

Ethnic composition (2011)



© Encyclopædia Britannica, Inc.

Malaysia: Ethnic composition



# **Overview of Geographical Indication (GI) in Malaysia**



# **LEGAL SYSTEM**

**Sui Generis Law  
And  
Geographical Indication (GI)  
Act 2000 enacted  
on 15 June 2000 and  
enforced on 15 August 2001**



# DEFINITION OF GEOGRAPHICAL INDICATION

**“indications which identify a good as originating in the territory of a Member, or a region or locality in that territory.**



**MADE IN MALAYSIA  
OR MADE IN CHINA?**





# **GEOGRAPHICAL INDICATION (GI) IN MALAYSIA**

**GI is a geographic term used in relation to a product to indicate:**

- **its place or area of origin;**
- **qualities and characteristics of the product; and**
- **those qualities and characteristics are due to the geographical and human characteristics of the place of origin**



# **GEOGRAPHICAL INDICATION (GI) IN MALAYSIA**

## **TRADEMARKS**

### **INDIVIDUAL RIGHTS**

**USED BY ONE  
ENTERPRISE**

**RENEWAL**

**TRANSFERABLE**

**IDENTIFY PRODUCTS  
OF ENTERPRISES**

## **GEOGRAPHICAL INDICATIONS**

### **COMMUNITY RIGHTS**

**USED BY THE PRODUCERS IN THE  
PLACE OF ORIGIN**

**UNLIMITED DURATION**

**INCAPABLE OF BEING  
TRANSFERRED**

**INDICATE QUALITY OF PRODUCTS  
LINKED TO THE GEOGRAPHICAL  
AREAS**

# GI Registration System

- who is carrying on an activity as a producer
- A competent authority
- A trade organization or association

Who Can Apply?

- Application Form GI1
- Location Map
- Specification detail with brief elaboration
- **Book of Specification\*\***
- Statutory Declaration
- Form GI2 if represent by GI Agent

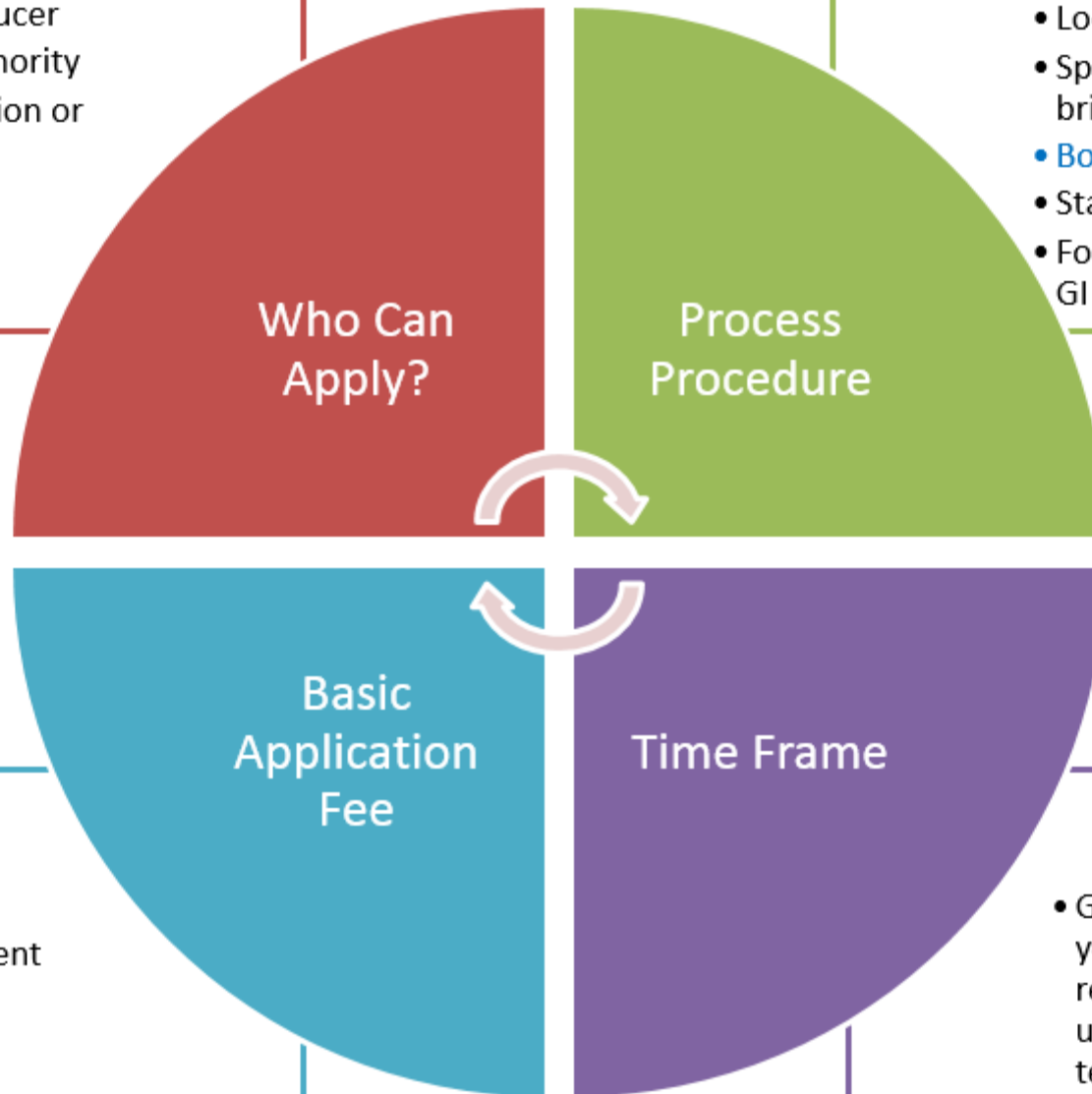
Process Procedure

Basic Application Fee

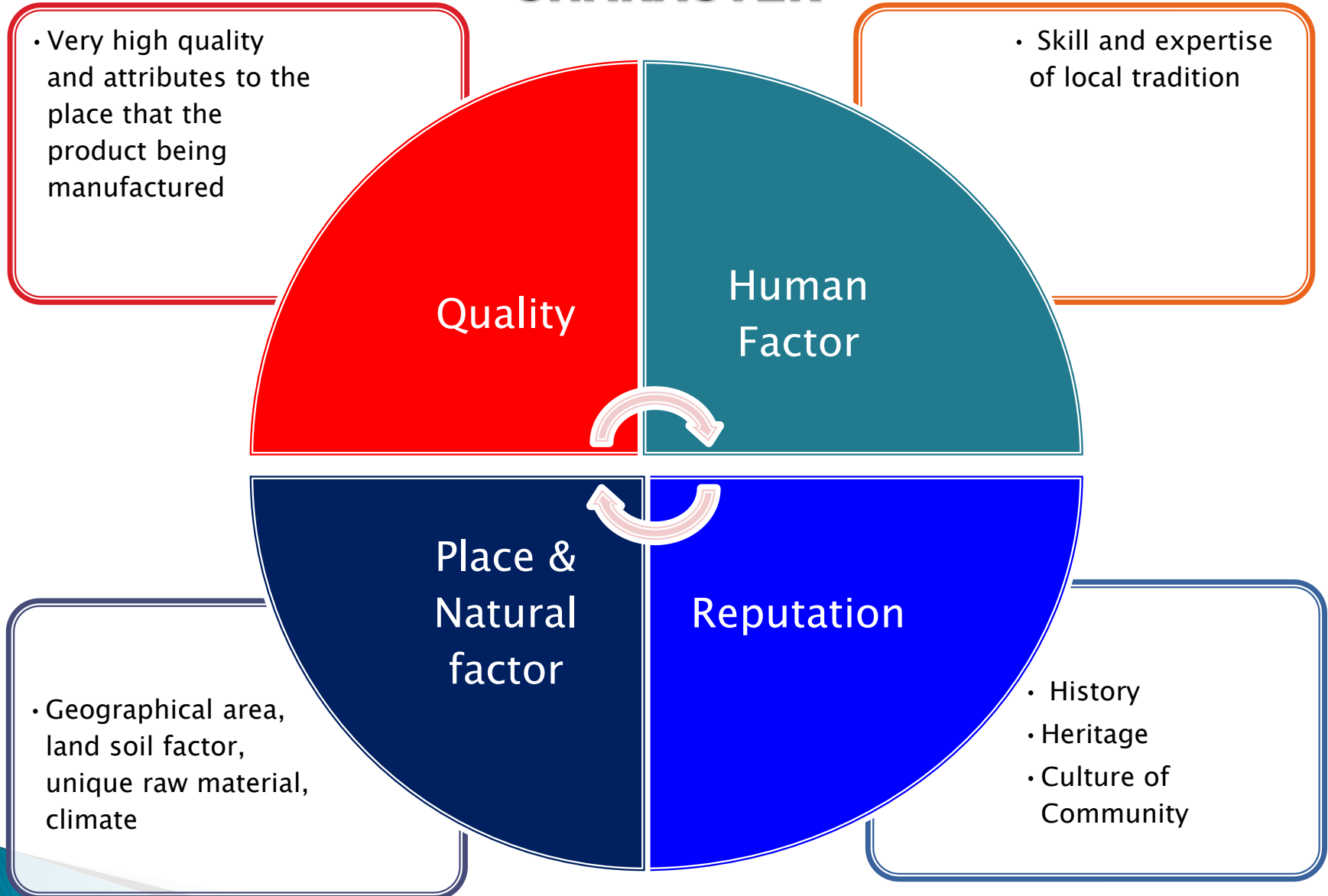
- Filing RM 250
- Official Government Gazette RM450

Time Frame

- GIs are valid for ten years and can be renewed for an unlimited number of ten-year periods



# GEOGRAPHICAL INDICATION PRODUCT CHARACTER





# **GEOGRAPHICAL INDICATION**

## **3 MAIN FACTORS**

### **Origin**

- **Derived from the name of the place**
- **e.g: Sabah, Sarawak, California, Swiss**

### **Special Attributes**

- **The quality, reputation or other characteristic of the goods**
- **e.g: fine finishing, good craftsmanship, superior quality, pesticide free**

### **Linking Factor**

- **Essentially attributable to the geographical origin**
- **e.g: climate, soil, traditional method in manufacturing the goods**





# CLASS OF GOODS



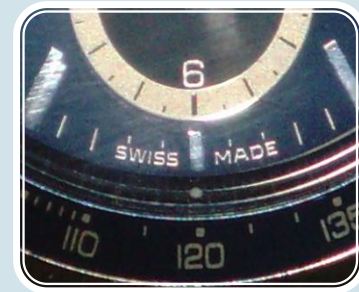
Class 1  
Wine and Spirit:  
– Wine  
– Spirit



Class 2  
Manufactured  
Goods:  
– Handicraft  
– Food



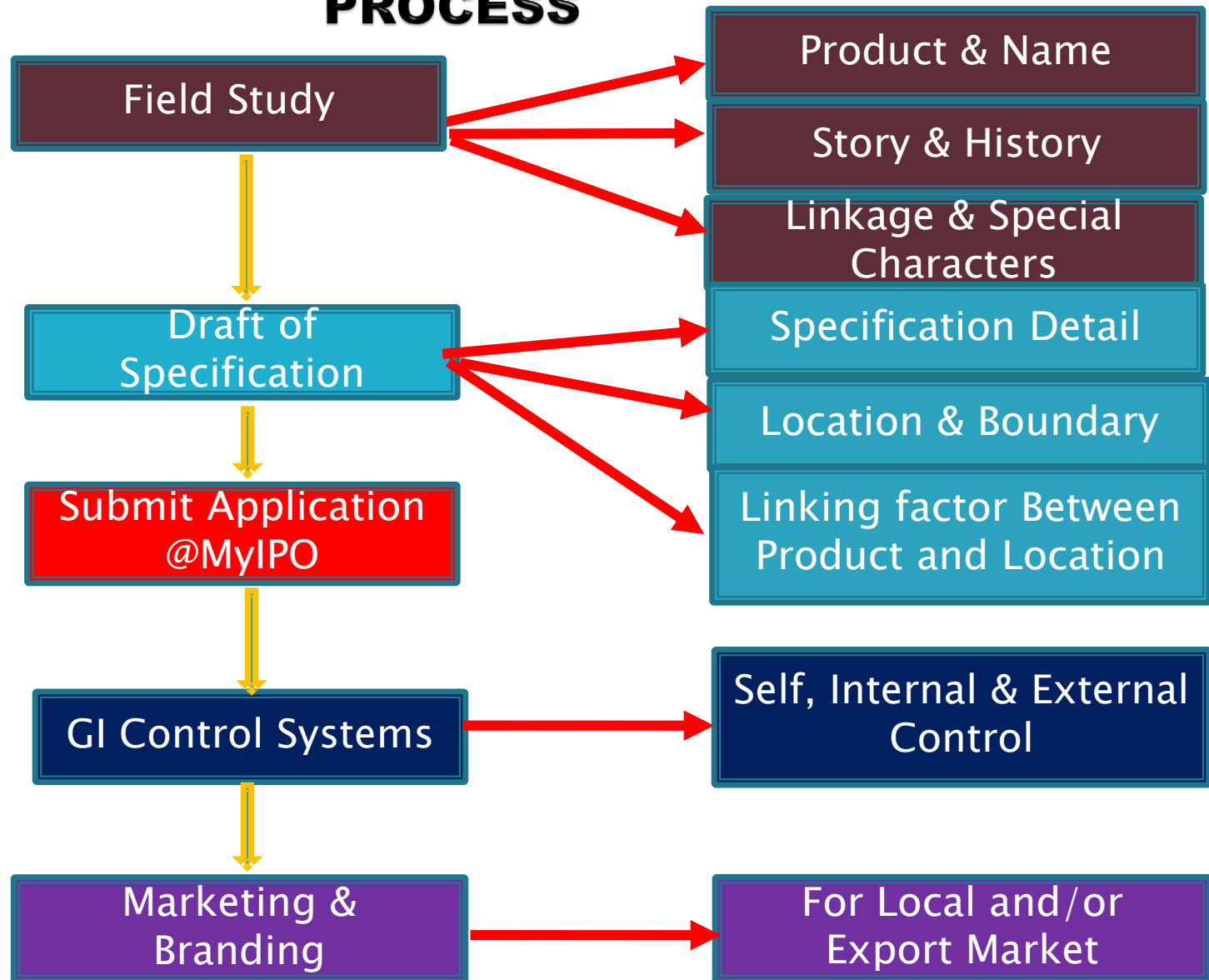
Class 3  
Natural Product:  
– Mineral  
– Agricultural



Class 4  
Miscellaneous:  
Other not included  
in Class 1 to 3



# 'IDEAL' GI REGISTRATION PROCESS





# **AFFILIATION VS INDIVIDUAL OWNERSHIP**

**Registration of GI is based  
on an affiliation ownership  
and not an individual  
ownership concept**



# **FOREIGN GI REGISTRATION**

- 1. Must be explicit evidence that such geographical indication is protected under the law of such country**
- 2. Has been used continuously until the date of filing an application for registration in MALAYSIA**

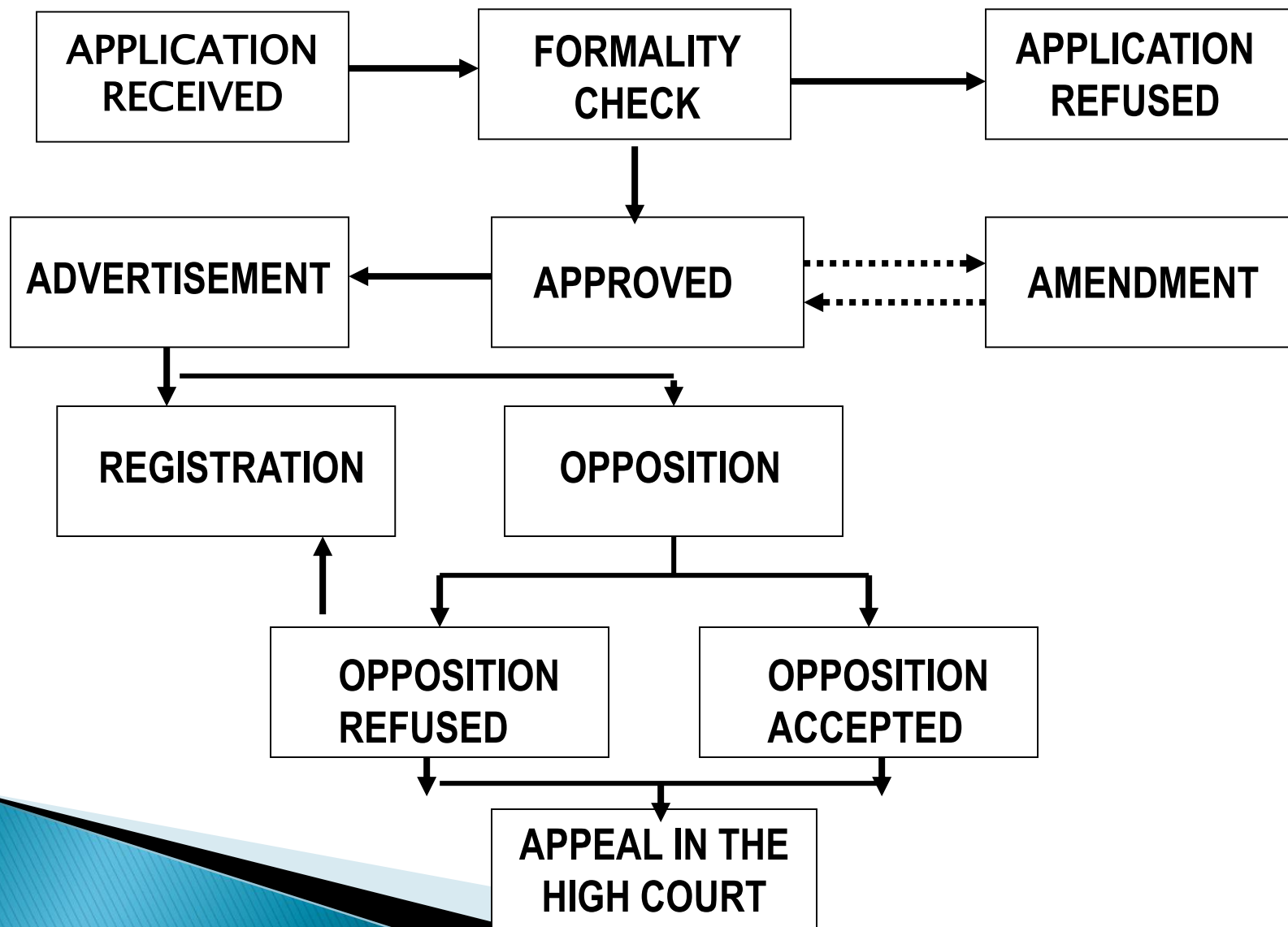
# GI PROTECTION







# FLOWCHART OF GI APPLICATION PROCEDURES





# **GI PROTECTION ADDRESSED BY THE FOLLOWING RELEVANT INTERNATIONAL TREATIES:**

- **PARIS CONVENTION 1883- for the protection of Industrial Property**
- **MADRID AGREEMENT 1891 ON FALSE DESIGNATIONS OF ORIGIN- for repression of false or deceptive indication of source of goods**
  - **LISBON AGREEMENT 1958 ON APPELLATIONS OF ORIGIN- protection of appellation of origin**
  - **TRIPS AGREEMENT: ARTICLES 22 TO 24**



# **CRITERIA THAT DO NOT CORRESPOND TO THE MEANING OF “GEOGRAPHICAL INDICATIONS”, IF**

- Contrary to public order or morality;**
- Which are not or have ceased to be protected in their country or territory of origin; or**
- Fallen into disuse in their country or territory of origin**



## **OPTIONS FOR PROTECTION**

- **Action for unfair competition or misleading and deceptive conduct in trade (common law or statute)**
- **Registration as a certification (or collective) mark**
- **Registration as a 'registered GI'**



# **INSTITUTION OF PROCEEDINGS FOR INJUNCTION AND DAMAGES**

- 1. Any interested person may institute proceedings in the Court for injunction and damages (S.5 GI Act 2000). The 'interested person' refers to any of the persons specified in S.11 GI Act 2000.**
  
- 2. The court may grant an injunction to prevent any unlawful use of the geographical indication and award any damages and any other legal remedy or relief as it deems fit.**





# GEOGRAPHICAL INDICATION CERTIFICATE



Perbadanan Harta Intelek Malaysia  
Diperbadankan  
Intellectual Property Corporation of Malaysia

GEOGRAPHICAL INDICATIONS ACT 2000  
GEOGRAPHICAL INDICATIONS REGULATIONS 2001

## CERTIFICATE OF REGISTRATION [Section 19 and Regulation 29]



### SARAWAK PEPPER



Geographical Indications No : **G103-0001**  
Class : **3**  
Name of Registered Proprietor : **Pepper Marketing Board**  
Registered From : **4<sup>th</sup> day of November 2003**  
Expiry Date : **3<sup>rd</sup> day of November 2013**  
Goods : **In respect of the following goods**

**SARAWAK PEPPER IN ANY FORMS (WHOLE, GROUND, PICKLED, ETC.) ALL GRADED PEPPER, VALUE ADDED PEPPER PRODUCTS AND PEPPER-BASED PRODUCTS FROM MALAYSIA**

#### Quality, Reputation or Other Characteristic

Sarawak, the largest state in Malaysia is an established producer of "King Of Spice" Pepper, where about 98% of pepper production in Malaysia comes from Sarawak. Pepper cultivation in Sarawak was commercialized by the White Rajah Charles Brooke with the introduction of "Gambier and Pepper Production" in the 1870's. Initially, Sarawak a hinterland, went on to become a significant producer in world pepper industry. Starting with a modest output of 8 tonnes in 1970, pepper production now averages 30,000 tonnes a year (over 90% is for export) and in 2002, Malaysia was the fourth biggest pepper exporter in the world. Currently, there are about 70,000 pepper farmers throughout Sarawak and their cultivation covered about 14,000 hectares. Sarawak Pepper is synonymous with quality in the spice trade and it has been recognized in the international market as one of the high quality pepper. Nowadays, Sarawak Pepper Sarawak value-added pepper such as Creamy White Pepper (CWP), Mikrolacin (MK) and Naturally Clean Pepper (NCP) are well accepted, particularly by clients who would not compromise on quality. (Refer to the brochures on CWP, MK and NCP and Grade Specification of Sarawak Pepper attached). In this respect, Pepper Marketing Board (PMB) as one of the main government agencies entrusted with the development of the pepper industry in Malaysia has to ensure that only quality Sarawak Pepper will be exported to overseas.

In order to enhance buyers confidence towards Sarawak Pepper, the Board has embarked on efforts to improve the quality of Sarawak Pepper right from the farm level up to the export level. In 2002, the board was awarded with ISO 17025 accreditation and ISO 9001:2000 for Testing Laboratory and Statutory Grading respectively. This recognition has to put PMB on the fast track of pepper industry by having a testing laboratory and grading unit with worldwide recognition.

Note:

\*Sarawak Government Gazette

(ISMAIL BIN JUSOH)  
Registrar of Geographical Indications  
MALAYSIA



Perbadanan Harta Intelek Malaysia  
Diperbadankan  
Intellectual Property Corporation of Malaysia

GEOGRAPHICAL INDICATIONS ACT 2000  
GEOGRAPHICAL INDICATIONS REGULATIONS 2001

## CERTIFICATE OF REGISTRATION [Section 19 and Regulation 29]



### TENOM COFFEE



Geographical Indications No : **G106-00005**  
Class : **3**  
Name of Registered Proprietor : **Yit Foh Coffee Factory Sdn. Bhd.**  
Registered From : **1<sup>st</sup> day of November 2006**  
Expiry Date : **31<sup>st</sup> day of October 2016**  
Goods : **In respect of the following goods**

**COFFEE POWDER, COFFEE SACHETS, ROASTED COFFEE BEANS  
AND OTHER COFFEE PRODUCT**

#### Quality, Reputation or Other Characteristic

Coffee is believed to be originated from the tropical areas in African Continental and Robusta coffee was only brought to Malaysia later in 1900. In the 1900's, after the completion of the railway from Ipoh (is now known as Kota Kinabalu) to Tenom, the British North Borneo Chartered Company began to clear the land and started planting coffee, rubber and other crops in Tenom area. In Tenom, Coffee Robusta is also known as "Coffee Canephora"; is the species of coffee plant typically located in hotter and more humid areas, at lower altitudes around 200 to 1500 metres above sea level, with temperature about 18°C to 32°C, year round and average rainfall about 1800mm to 2500mm per year. Robusta trees are easier to grow, produce higher yields of harvesting, and it requires fertile soil and distinct dry season for about one month for floral initiation.

Even though Malaysia is located in the world coffee belt area, while as compare to other places or regions in Sabah, Tenom provides the suitable climate and best location for the growing of "Coffee Canephora". Once the coffee cherries are picked, the coffee cherries are managed in drying up immediately and using natural direct sunlight method to complete this drying up. The coffee cherries are then dried under the sun for about ten to fourteen days, separation of skin from the beans later proceeded through a mechanical husker. After husking, the green beans are then sized, graded and selected before sending for roasting. Tenom's traditional firewood and drum roasting method of roasting coffee beans for nearly 30 years has made Tenom Coffee the most finest roasted, aromatic, unique and good taste of Tenom Coffee. Tenom is able to produce about 60,000-75,000kg of coffee beans a year from about 1,100 hectares.

Tenom Coffee has been recognized and has gained goodwill for Malaysia as one of the higher quality coffee. It is fresh, no artificial, no coloring and yet has the most finely roasted, aromatic, unique and good taste of local coffee. As Tenom Coffee is produced locally in Tenom, Sabah, Malaysian Borneo, the "Authentic Borneo Taste", Tenom Coffee will give you the ultimate taste of coffee.

(SITI EAISAH BT MOHAMAD)  
for Registrar of Geographical Indications  
MALAYSIA



# **CANCELLATION AND RECTIFICATION OF REGISTRATION**

**Any interested person may request for cancellation of GI registration based on S.22 GI Act 2000.**

- **However, request for rectification of GI registration can only be made on the ground that the geographical area specified in the Registration does not correspond to the GI, or**
- **The quality, reputation or other characteristic of such product is missing or unsatisfactory.**

# COMMERCIALIZATION OF GI





# Malaysia GI Symbol

**GI producer must possess ;**

- Working Manual**
- Internal Control Plan to ensure compliance with the establish criteria**

**Who can use GI symbol?**

**Producers of the goods in the geographical origin of the goods and**

**Traders related to the goods (subject the origin of the goods and got permit by the Registered GI right holder)**

# HOLISTIC GI SYSTEM

- Relevant Current Law
- Awareness
- People

Intellectual  
Property  
System

- Onsite GI Area
- Application
- Consistency
- Protection/Enforcement
- Traceability

Geographical  
Indication  
Management

Support

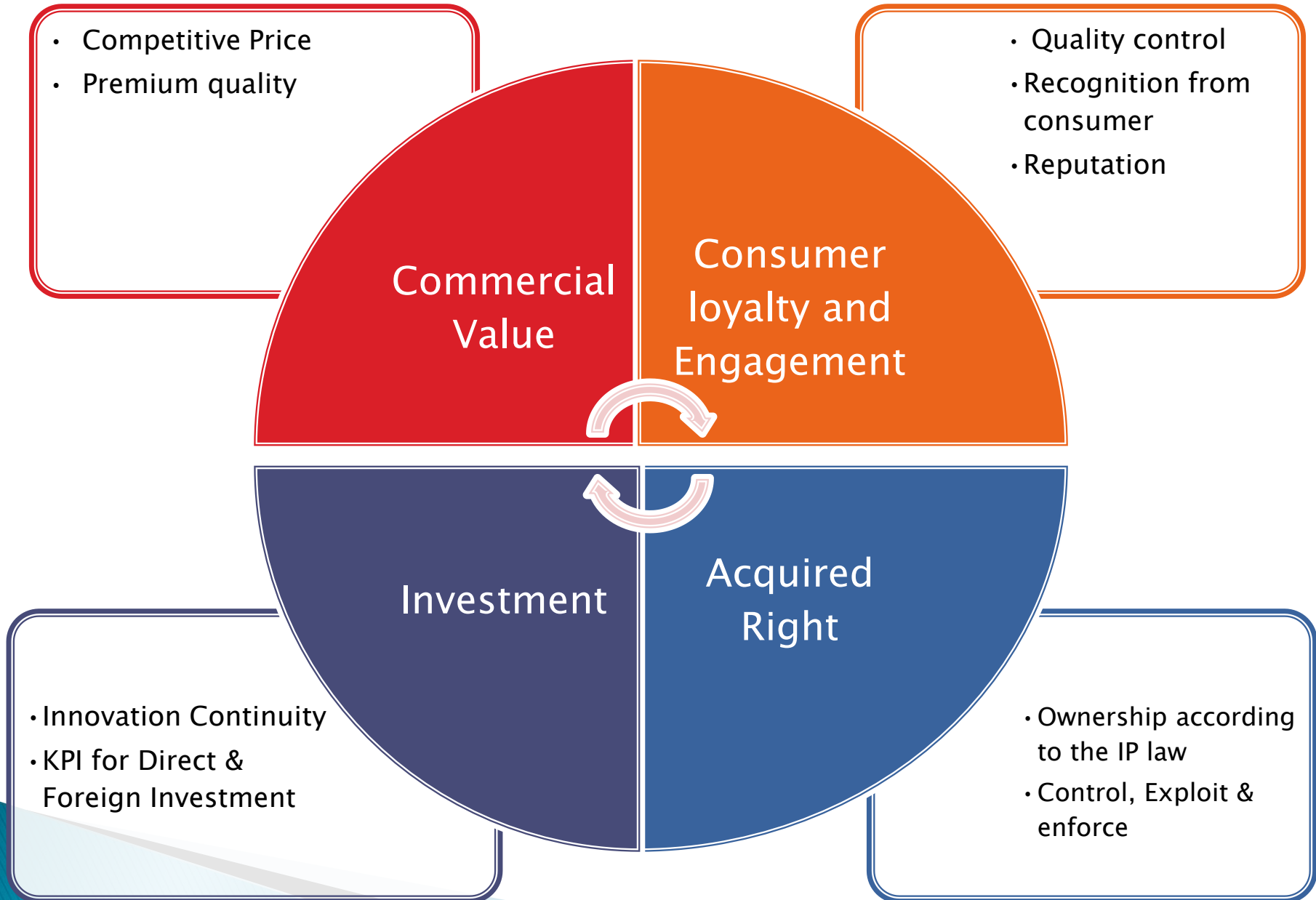
- Local/State Govt
- Dept. of Agricultural /Craft/Cooperative
- Financial Institution
- Research/Education Institution

Marketing &  
Branding

- Monitoring Body by Govt
- Quality and Traceability
- (FAMA) Commercialization aspect, supply chain
- Collaboration with another business sector.



# COMMERCIALIZATION & ECONOMY IMPACT





# **BENEFITS FOR LOCAL COMMUNITY**

**Corporation Between Producer**

**Sharing Information, Knowledge**

**Maintain Consumer Protection**

**Develop an community economy ecosystem.  
Example 'One Village One Product'.**



# **BENEFITS FOR LOCAL COMMUNITY**

**Added Value Eco Tourism**

**Maintain the Traditional knowledge  
and Biodiversity**

**Create Job Opportunity**

**Maintain Local Economy Chain**

# **CURRENT INITIATIVE FOR GI IN MALAYSIA**





# 1. AMENDMENT of GI ACT





## 2. BOOK OF SPECIFICATION

### Content of Specification

- Choice of the name
- Description of the product
- Definition of the geographical area
- Description of the method of production
- Link between the product and the geographical origin
- Control mechanisms
- Traceability/labelling



### 3. ONLINE REGISTRATION FOR GI VIA SPHI

IP ONLINE SEARCH AND FILING

[Home](#)

[Login](#)



[Registration ▼](#)

[Technical Support](#)

## GEOGRAPHICAL INDICATION

A geographical indication (GI) is a sign used on products that have a specific geographical origin and possess qualities or a reputation that are due to that origin.

[More Info](#)

[Search Now](#)



# **NEW INITIATIVE FOR GI IN MALAYSIA**





# Workshop for B.O.S



# Manual Update





## 2. MECHANISMS FOR CONTROL AND TRACEABILITY SYSTEM





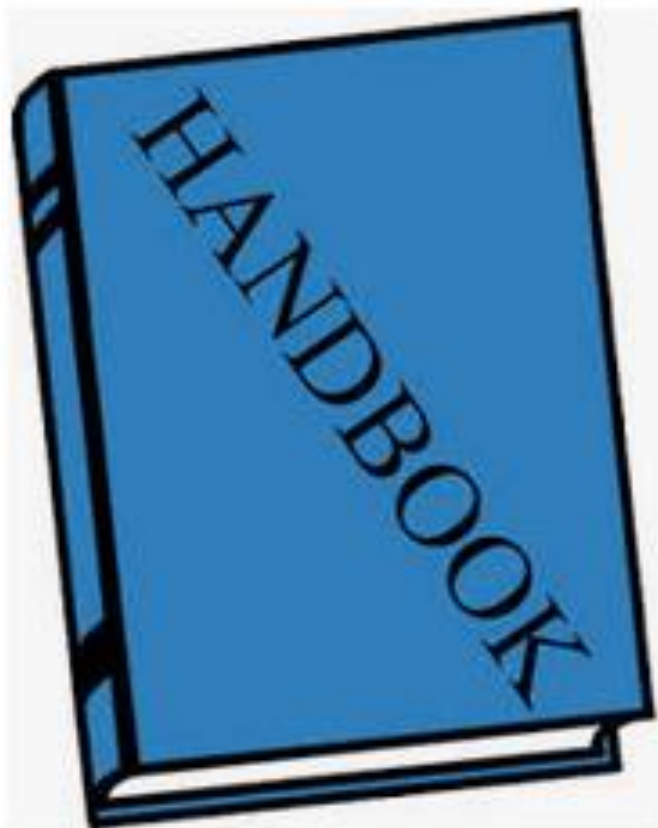
### **3. MYG.I EU REGISTRATION**







## 4. MALAYSIA REGISTERED GI HANDBOOK, GI REGISTRATION & OPERATIONAL MANUAL



GUIDE TO  
GEOGRAPHICAL  
INDICATIONS

LINKING PRODUCTS  
AND THEIR ORIGINS



Daniele Giovannucci - Tim Josling - William Kerr - Bernard O'Connor - May T. Yeung



## 5. MARKETING & BRANDING PROJECT FOR GI (LOCAL & OVERSEA MARKET )



**Start small with RM 130 as capital.  
7 hardworking entrepreneurs.  
Sales on 2011: RM 215,607  
Global market including Middle  
East, China & Singapore.**

# **MALAYSIA REGISTERED GI**







# REGISTERED GI IN SARAWAK



**Sarawak Pepper**



**Ikan Empurau**



**Beras Bario**



**Pua Kumbu**



# REGISTERED GI IN SABAH



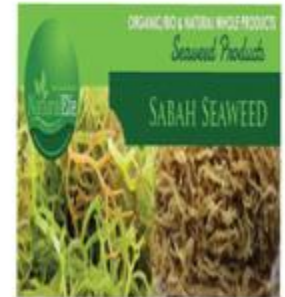
**Sabah Tea**



**Tenom Coffee**



**Sabah Batik**



**Sabah Seaweed**



# REGISTERED GI IN MALAYSIA



**Kain Songket Melaka**



**Kebaya Nyonya Melaka**



**Kasut Manik**



**Halia Bentong**







## LIST OF MALAYSIA GI's



**Mangga Harum  
Manis Perlis**



**Musang King**





# GI STATISTIC

## Application and Registration of Geographical Indications from 2003 to June 2019

YEAR	APPLICATION			REGISTRATION		
	Malaysia	Foreign	Total	Malaysia	Foreign	Total
TOTAL	115	13	128	77	7	84



# LIST OF MALAYSIA GI's

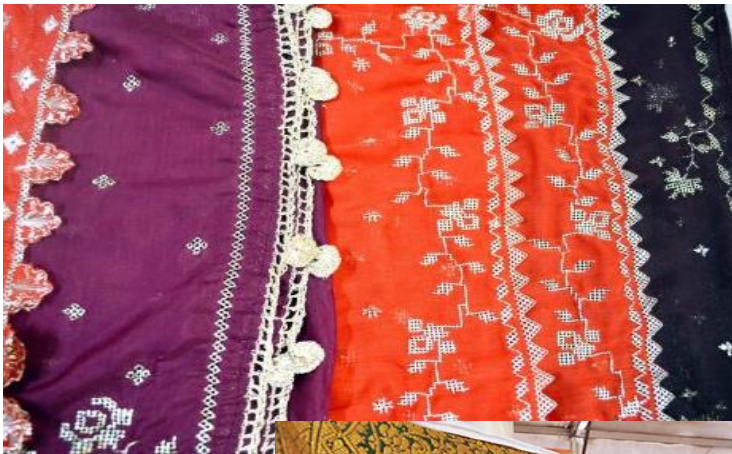
1 Sarawak Pepper	27 Biskut Dan San Sungai Lembing	54 Kuih Cincin Kampung Melugus Papar	81 Arbil Kuala Penyu
2 Sabah Tea	28 Kacang Goreng Sempalit	55 Barolo	82 Kolupis Sabah
3 Borneo Virgin Coconut Oil	29 Gaharu Gopeng	56 Tequila	83 Piyutu Sandakan
4 Tenom Coffee	30 Songket Terengganu	57 Balung Lemongrass Tea	84 Madu Kelulut Lundu
5 Sabah Seaweed	31 Songket Melaka	58 Ikan Empurau Sarawak	
6 Bario Rice	32 Isau Sarawak	59 Ikan Puput Sarawak	
7 Buah Limau Bali Sungai Gedung	33 Durian Nyekak Sarawak	60 Sarawak Tapioca	
8 Pisco	34 Ikan Terubok Mulut Besar Sarawak	61 Sarawak Sago	
9 Scotch Whisky	35 Halia Bentong	62 Durian Balik Pulau	
10 Sarawak Beras Biris	36 Kayu Manis Keningau	63 Kasut Manik Melaka	
11 Sarawak Beras Bajong	37 Tuhau Tambunan	64 Kebaya Nyonya Melaka	
12 Kuih Lidah Kampung Berundong Papar	38 Sabah Batik	65 Anggur Tasik Beris	
13 Tambunan Ginger	39 Kelarai, Ulu Toman Tenom	66 Tenunan Iranun, Kota Belud	
14 Sarawak Sour Eggplant	40 Batik Terengganu	67 Parang Berukir, Kota Belud	
15 Sarawak Layered Cake	41 Tembaga Ladang	68 Rinago, Kudat	
16 Sarawak Dabai	42 Ukiran Kayu Besut	69 Pinakol, Kudat	
17 Cognac	43 Keropok Losong	70 Gong Matunggong, Kudat	
18 Parmigiano Reggiano	44 Keropok Lekor Terengganu	71 Asam Pedas Melaka	
19 Langkawi Cheese	45 Bot Pulau Duyong	72 Dodol Melaka	
20 Sarawak Litsea	46 Nasi Dagang Terengganu	73 Tawau Koko	
21 Mangga Harumanis Perlis	47 Malaysia Durian Musang King	74 Liking Kota Belud	
22 Champagne	48 Belacan Sibuti	75 Beca Berhias Melaka	
23 Belacan Bintulu	49 Buah Tarap, Sibuti (Buah Lomak)	76 Inavol Rungus, Kudat	
24 Sesar Unjur Sarawak	50 Daun Sabong, Sibuti (Daun Bagok)	77 Sarawak Adenosma	
25 Umai Sarawak	51 Timun Dayak Sibuti	78 Ikan Tahai Lawas	
26 Tenun Pahang Diraja	52 Sarawak Midin	79 Pala Balik Pulau	
	53 Kayu Hujan Panas Sibuti	80 Penjaram Kota Belud	





# GI REGISTRATION IN PROGRESS

## Sulaman Keringkam Sarawak



## Tekak Benang Emas Perak



## Songket Gedong



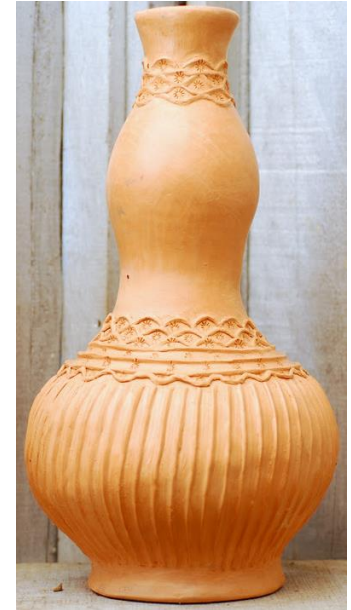


# GI REGISTRATION IN PROGRESS

## Gambus Johor



## Labu Pulau Tiga



## Babeh Lundayeh Sipitang

# Protecting state's rice brand names

By Lim Hwee Pin

**KUCHING:** Sarawak's 'Beras Bajong' and 'Beras Biris' are expected to receive the Geographical Indications (GI) Certificate of Registration from the Intellectual Property Corporation of Malaysia (MyIPO) in April next year.

With the certification, the brand names of local rice, like 'Barion Rice', will be protected and therefore cannot be used on similar rice grown outside the state.

'Bario Rice' is among the first six products granted the GI certification across the country in April this year.

The other products are Sarawak Pepper, Sabah Tea, Tenom Coffee, Borneo Virgin Coconut Oil and Sabah Seaweed.

Recently, 'Buah Limau Bali' was added to the list.

'Beras Bajong' is a fragrant rice variety planted by the traditional rice farmers of Lubok Nihung in Betong.

It is a traditional tall variety that is photoperiod

conference here yesterday, Deputy Chief Minister Datuk Patinggi Tan Sri Dr George Chan said GI protection would provide entrepreneurs and consumers the assurance of authenticity and consistent product quality.

'Beras Bajong' and 'Beras Biris' were two very promising rice varieties, he said, adding that the Department of Agriculture would concentrate on certification of rice and later expand to vegetables and fruits.

Dr Chan, who is Minister of Agriculture, pointed out that GI protection would boost the country's image and the location's visibility via 'GI tourism' such as promoting GI location as a tourist destination.

"GI protection will add value to products and effectively increase farmers' income and inadvertently create greater demands for our exotic rice varieties at home and abroad," he said.



**QUALITY ASSURED:** Director of Agriculture Department Pasi Vincent (second right) presents the Geographical Indications (GI) Certificate of Registration for 'Bario Rice' to Dr Chan as others look on.

GI protection will add value to products and effectively increase farmers' income and inadvertently create greater demands for our exotic rice varieties at home and abroad.

production of 'Bario Rice' following enhanced planting techniques and irrigation system. To date, the state produces 460 metric tonnes of 'Bario

While assuring that the certification would not cause any hike in the price of the product, he said the price would be reviewed once it became an organic

## Bario rice gets legal protection

■ By Desmond Davidson  
news@nnt.com.my

**KUCHING:** Sarawak's Adan padi, more famously known as the Bario rice, is now a protected variety.

The Intellectual Property Corporation of Malaysia (MyIPO) has awarded this traditional Sarawak rice the certification of geographical indication (GI).

This means no rice of the Adan variety grown outside the Kelabit highland in the Limbung Division of Sarawak can be called Bario rice.

Also, from January next

year, all Bario rice grown in the Kelabit highland will carry the GI labelling—a quality assurance for consumers that the rice they are buying is "of pure quality" from the highlands.

Deputy Chief Minister Tan Sri Dr George Chan said the GI protection only applied to products that originated from a specific geographical location which possessed consistent quality, authenticity, reputation, consumer loyalty and price premium.

He said this after receiving the GI certification from MyIPO at his office in Wisma

Sapa here yesterday.

The certification of geographical indication is a form of intellectual property right. It not only protects growers but also entrepreneurs and consumers.

"Geographical indications are valuable to producers for the same reason as a trademark," said Dr Chan, who is the outgoing Minister of Modernisation of Agriculture.

He hands over the state ministry to the state's second deputy chief minister Tan Sri Alfred Juba today.

Bario rice is among six products to receive the GI reg-

istration certificate this year.

The other products that have received the GI certification are Sarawak pepper, Sabah tea, Tenom coffee, Borneo virgin coconut oil and Sabah seaweed.

With an annual production of only 480 tonnes, Bario rice, which is known for its soft and slightly sticky texture when cooked, fetches a premium price.

In Kuching, the Bario rice is sold at RM10 to RM15 per kg.

Planted on 240ha more than 1,000 metres above sea level, the rice takes about six months to mature. Only one

crop can be planted a year.

Dr Chan said more highland farmers would be encouraged to plant the rice "organically".

The first harvest of organically planted Bario rice is expected in January. Water buffaloes are still in widespread use and herbicides and pesticides, which are expensive, are sparingly used.

The Department of Agriculture has also submitted another two traditional Sarawak rice varieties, the 'Beras Bajong' and the 'Beras Biris' for GI certification. The certifications are expected in April next year.

The Beras Bajong is a fragrant rice variety planted by the traditional rice farmers of Lubok Nihung in the Betong division of the state.

The rice is sold as semi-polished rice and is glossy and tender in texture and highly fragrant when cooked.

The Beras Biris originates from the Simunjan area of the Samarahan Division. It is also a fragrant rice and is commonly known as Beras Wangi Simunjan.

When cooked, Beras Biris has a smooth texture and the grains are soft and slightly sticky.





## Get high on coffee at Kopi Tenom Festival



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### **TENOM, Nov 13, 2014:**

Its aroma is fragrant. Its taste is enticing. That is the general experience when visiting the Yit Foh Coffee Factory here.

The factory is one of the producers of Kopi Tenom.

It has been operating since 1960 and is still employing the traditional way of producing coffee — by roasting the beans over wood fire.

"This method is best in bringing out the true aroma of coffee," said its factory manager, Alex Yong, when met by Bernama at the factory in Kampung Chintamata, 3km from Tenom town.

Alex, who inherited the family business, opened up a new factory in 1993 and is now working at expanding the market for his products globally.

Making coffee starts with the process of sun-drying coffee cherries for 14 days.



# Daily Express



INDEPENDENT NATIONAL NEWSPAPER OF EAST MALAYSIA  
Established since 1963

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## Govt supports UMS' research development of seaweed

Published on: Tuesday, November 04, 2014

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KOTA KINABALU: The State government supports Universiti Malaysia Sabah (UMS) through its Seaweed Research Unit (UPRL) in the research development of seaweed to boost the State's economy and eradicate poverty.

Agriculture and Food Industries Assistant Minister Datuk Sairin Karno, said this is because higher public institutions play an important role in producing knowledgeable future generations to be involved in the seaweed industry.

"The research and development of the product will not only increase the productivity but also to improve the cost efficiency to fulfil local as well as the global market needs," he said when launching the UMS Seaweed Showcase 2014 at the university's Chancellor Hall here, Monday.

Sabah, he explained, is well known for its waters being suitable for the varieties of seaweed such as the red seaweed (*Kappaphycus alvarezii*) and green seaweed (*Caulerpa lentillifera*).

Therefore, Sairin said because the East Coast of Sabah has been identified as the best waters for the seaweed industry, it is recognised as an Aquaculture Seaweed Industry Zone.

He stated that seaweed products have a wide market in terms of manufacturing food based and non-food based products.

"The seaweed industry is expected to be developed in the 10th Malaysia Plan (10MP). The Nation's Agrofood Policy 2011-2020 has identified seaweed as one of the fishery commodities that should be increased.

"Seaweed production is expected to increase up to 900,000 metric tonnes with the export value of dry seaweed and carrageenan worth about RM1.4 billion in year 2020," he said, adding that Australia, Canada and Japan are the main imports of dry seaweed.

The Agriculture and Agrobased Industry Ministry has taken a strategic approach to upgrade the small scale group of seaweed cultivators into clusters through the provision of proper facilities that can create a more conducive and safer working environment.

Meanwhile, UMS Vice Chancellor, Professor Datuk Dr. Mohd Harun Abdullah said the university has been involved in the research of seaweed since 1998 through the Hardcore Poor Housing project (PPRT) in Pulau Bangi.





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