



**ASIA BASE**

# Dutch Lady parent opens services centre in PJ

**KUALA LUMPUR:** Royal FrieslandCampina, one of the world's top five dairy companies, has chosen Malaysia to site its shared services centre for Asia.

It is the dairy giant's second shared services operation, and with this new centre, its global operational finance activities will be serviced from three regional centres — The Netherlands, Malaysia and Hungary.

Opened earlier this year, the centre is located in Petaling Jaya, alongside the office of its local subsidiary, Dutch Lady Milk Industries Bhd.



*Dutch Lady Malaysia managing director Saw Chooi Lee (right) and FrieslandCampina Asia financial shared services centre director Erna de Jonge at the opening of the shared services centre in Petaling Jaya yesterday.*

It will provide shared services to FrieslandCampina's Asia operations, starting with merging operational finance activities in Malaysia and Singapore.

At the opening, Erna de Jonge, director of the newly-established centre, said: "Dutch Lady Malaysia represents one of our largest businesses in the region

"It has been providing Malaysians with trusted nutrition for more than 50 years and the brand is already a household name in the market. So, it makes

sense to base our regional centre here to lend our support to one of our biggest internal customers," she said.

Saw Chooi Lee, managing director of Dutch Lady Malaysia, welcomes the parent company's decision to set up the shared services operation in the country.

"We believe the support will make a difference to various aspects of our business here in Malaysia and I look forward to improvements in our internal processes," she added.