



FrieslandCampina launches shared services centre in Malaysia

PETALING JAYA: 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, FrieslandCampina's global operational finance activities will be serviced from 3 regional centres in the Netherlands, Malaysia and Hungary respectively.

Opened earlier this year, the centre is located at Petaling Jaya alongside the office of its local subsidiary Dutch Lady Milk Industries Berhad. It will provide shared services to FrieslandCampina's business operations across Asia, starting with merging operational finance activities from Malaysia and Singapore.

At the official opening, Erna de Jonge, director of the newly established centre said the choice to set up a regional shared services centre in Malaysia is evident. "Dutch Lady Malaysia represents one of our larg-

est 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 so much sense to base our regional centre here to lend our initial support to one of our biggest internal customers. Not to mention the pool of qualified workforce here we can tap on to staff the centre," she explained.

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 from the shared services centre will make a difference to various aspects of our business here in Malaysia and I look forward to improvements in our internal processes," she said.

According to De Jonge, the Malaysia-based centre is modelled after the first financial shared services centre in the Netherlands,

which has proven to effectively streamline processes, deliver value and optimise financing activities of its Netherlands based business operations.

Specifically on the finance function, she added, "Our ambition is to achieve operational excellence and to create more business impact in a cost-effective way. This can be achieved by maximising standardisation and centralising processes, to result in added value for FrieslandCampina's businesses in the region".

The first Financial Shared Services Centre was launched successfully in 2013 in the Netherlands. Performance to date has shown the effectiveness of the concept in streamlining processes through one way of working, delivering improved and consistent quality to our (internal and external) customers, enhancing control and reducing complexity.



(FROM left) Eric van Blanken, director of Process Transformation Office Asia; Arnoud Campman, director of ICT Asia; Saw Chooi Lee, managing director of Dutch Lady Malaysia; Erna de Jonge, director of Financial Shared Services Centre Asia; and Daniëlle Jansen Heijtmajer, Global Process director of finance, shared services, ERM and internal control.