

Golden Hope Plantations Berhad

Dr Ahmad bin Ibrahim



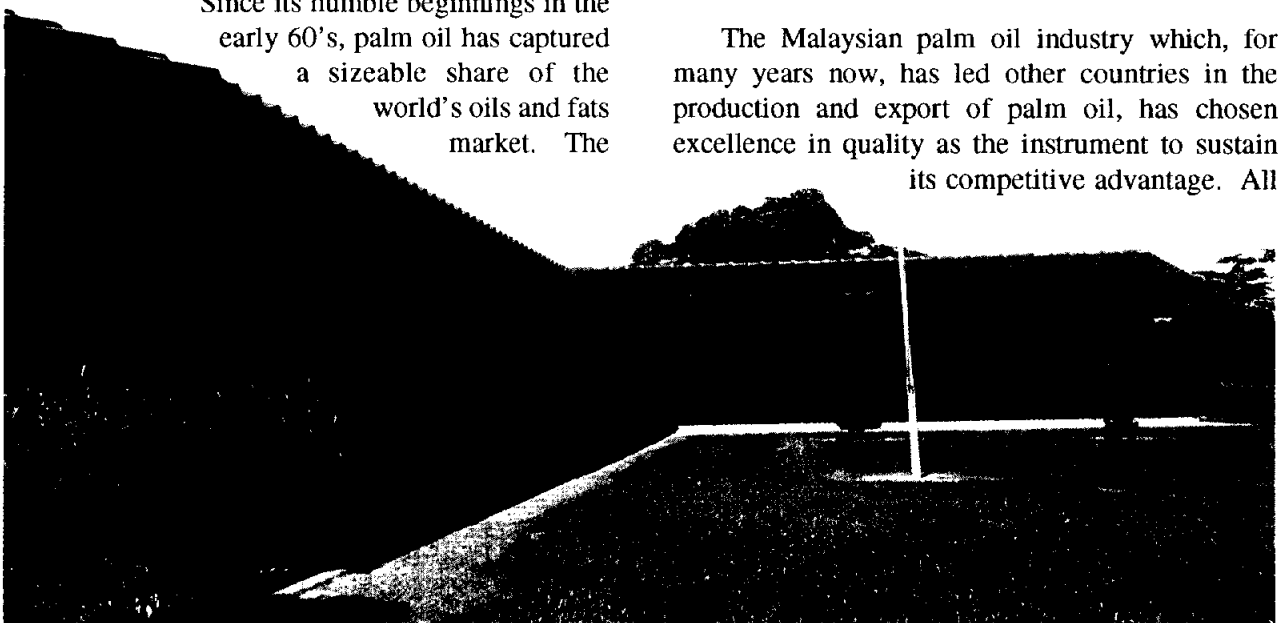
Golden Hope's Bukit Lawang Oil Mill, one of the first in the country to receive the ISO 9002 certification for oil palm milling

Competition in the world's oils and fats market is rife. Different oils compete, producer countries compete, and companies also compete. It is therefore crucial for all interest groups to have the right competitive edge to survive in the market place. Those which fail to rise up to the challenge will find their share of the trade reduced.

Since its humble beginnings in the early 60's, palm oil has captured a sizeable share of the world's oils and fats market. The

success has been attributed largely to its techno-economic attraction. In 1993, it controlled more than 33% of the international trade in oils and fats. However, though it is now the leading vegetable oil in the world, the industry continues to explore for opportunities to expand and sustain its enviable position as number one.

The Malaysian palm oil industry which, for many years now, has led other countries in the production and export of palm oil, has chosen excellence in quality as the instrument to sustain its competitive advantage. All



Golden Hope's Quality and Technology Centre located in Banting, Selangor Darul Ehsan, Malaysia

sectors of the industry are actively implementing and refining the necessary quality control measures to stay ahead in this competitive business.

The Golden Hope Plantations Berhad is one company which has taken an early lead in the area of quality enhancement. It has embarked on an aggressive corporate programme to promote the quality culture within the entire fabric of the organization. Its Quality Policy, signed by the Group Chief Executive, reads;

Golden Hope – Quality Above All

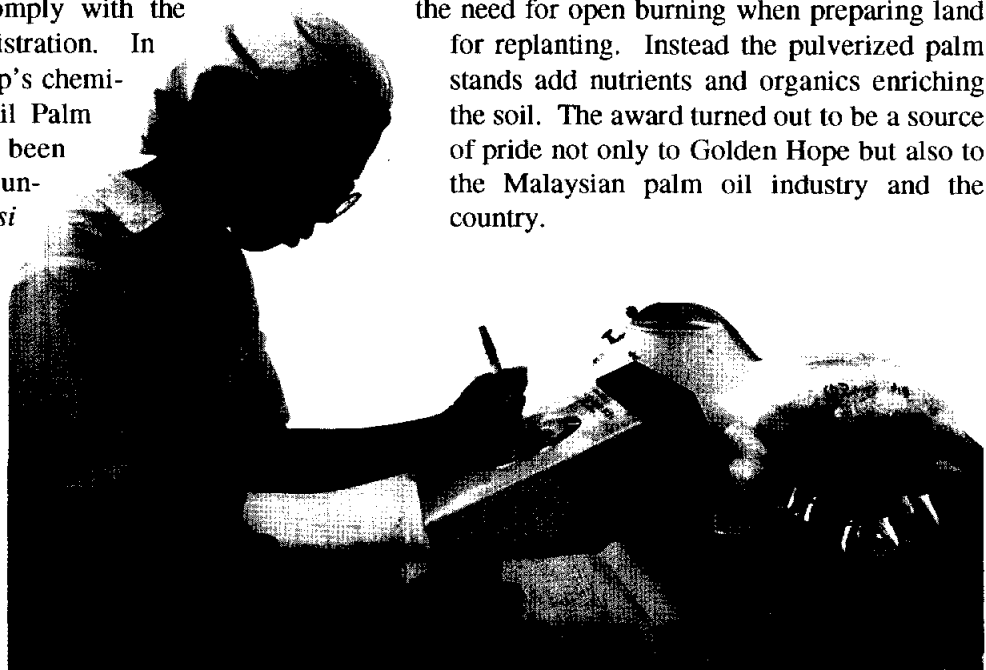
We at Golden Hope have a total commitment to quality. Through a formal quality management system, we strive for excellence and pledge to provide our customers with products and services that meet or exceed their quality requirements.

An interview with the Group Director - Plantations, Dr. Radzuan Abdul Rahman revealed a lot about how the company has successfully translated its written quality policy into meaningful achievements. For example, to-date, the company has 13 of its processing units certified with the ISO 9002 quality certification scheme. Four others are in the process of being fully certified. Soon all its eleven palm oil mills, one refinery and one oleochemical joint venture with Germany's Henkel group will be certified to comply with the coveted ISO 9002 registration. In the meantime, the Group's chemical laboratory at its Oil Palm Research Station has been successfully accredited under the *Skim Akreditasi Makmal Malaysia*

(SAMM). Other laboratories at its Quality & Technology Centre are in the process of being accredited, too.

In fact under the expert guidance of its own quality system implementers, the company hopes to be the first group in the country to successfully certify its plantation operation under the ISO 9000 scheme. When that happens, the company should boast of an entire palm oil production system, right from the plantation to the refining stages, certified under ISO 9000, which should be another first in the country.

The company's commitment to quality is by no means limited only to the tangible products. In recent years the name Golden Hope has also become synonymous with environmental quality. In the days when palm oil mills in the country were confronted with public pressure to install proper and reliable treatment systems for their mill effluents, the Golden Hope group was already putting into operation their very own system which proved not only reliable in performance but also economic to run. Lately, in 1992 to be precise, the group again made headline news at the first ever United Nations Conference on the Environment, held in Rio de Janeiro, Brazil. The group was selected to receive the coveted Global 500 award for their effort in developing and implementing a plantation technology which is considered positive in the environmental cause. The group's "Zero Burning Technique" which won the award does away with the need for open burning when preparing land for replanting. Instead the pulverized palm stands add nutrients and organics enriching the soil. The award turned out to be a source of pride not only to Golden Hope but also to the Malaysian palm oil industry and the country.



*Emphasis on quality control
– A continuous effort at all
processing centres.*



*Night view of the loading bay and the methyl ester plant (background)
of Henkel Oleochemicals (Malaysia) Sdn. Bhd., a joint venture
between Germany's Henkel Group and Golden Hope.*

In line with the Group's corporate vision, "To Become A Well Diversified Resource-Based Conglomerate Capable of Generating Steady Growth", the company has begun flirting with off-shore investments to expand its business. Its first overseas operation is a refinery project in the Republic Socialist of Vietnam. More are expected to follow.

With the company's strong commitment to quality, chances are all such ventures should be destined for success. Dr. Radzuan who has been with the company since 1984 sums it nicely, "There is always room at the top for the best".