



# The Institution of Engineers, Malaysia

Bangunan Ingenieur, Lots 60/62, Jalan 52/4, Peti Surat 223 (Jalan Sultan)  
46720 Petaling Jaya, Selangor Darul Ehsan

Tel : 03-79684001/2 Fax : 03-79577678 E-mail : [sec@iem.org.my](mailto:sec@iem.org.my) IEM Homepage: <http://www.iem.org.my>

## Technical Visit to Cerebos (Malaysia) Sdn Bhd

(Organised by the Manufacturing Engineering Technical Division)

**BEM Approved**  
**CPD Hours: 3**  
**Ref: No: IEM09/HQ/ 346 /V**

Date : 16 February 2011 (Wednesday)  
Time : 9.00 am – 1.00 pm  
Venue : Cerebos (Malaysia) SdnBhd, Bukit Jelutong, Shah Alam, Selangor  
Transport : Coach will be provided. Participants are to assemble at 8.00 am, Bangunan Ingenieur, Petaling Jaya.

### SYNOPSIS

Cerebos Pacific Limited underlined the Group's intention to become the largest health supplements & food company in the Asia Pacific. With flagship BRAND'S® Essence of Chicken flying high and a broadening range of liquid and tablet health supplement products on a strong growth trend in in Asia, The technologically advanced factory in Shah Alam, which replaced the current, decades old, Petaling Jaya factory at a cost of S\$31.3 million, this highly efficient plant required marginally more than the current 50 staff to run more than twice the current volume. Cerebos is now in position to move forward rapidly and aims to become one of the biggest health supplements and food companies in the Asia Pacific region. The new factory boost the production capacity from the existing 800,000 bottles a month to 1.8 million bottles a month for both domestic consumption as well as the export market. By making the strategic decision to make a significant investment of RM75 million, Cerebos demonstrates their commitment to their Malaysian consumers and stakeholders for the coming decades of their operations. The new factory house the production of BRAND'S® Essence of Chicken including the herbal range, BRAND'S® Bird's Nest range as well as BRAND'S® Innershine Prune and BRAND'S® Innershine Berry Essence, the two latest innovative products.

It boast a contemporary design which will also incorporate eco-friendly and energy saving designs to help minimise waste and reduce impact on the environment. It will comply with stringent ISO 14001 environmental standards and also to the OHSAS 18001 occupational health and safety standards in addition to Halal certification and many other recognised quality certifications.

### ITINERARY OF THE VISIT

Time	Itinerary
8.45 am – 9.15 am	Registration
9.15 am	Group departure from IEM Building
10.00 am	Arrival at Cerebos / Registration
10.15 am	Corporate Video : Brief History of Brand's, Company Profile, Scientific Findings & Manufacturing Process
10.45 am.	Question and Answer
11.00 am	Gallery Tour
11.30 am	Gallery Shop – for orders, if any
12.00 pm	Presentation of Souvenirs pack

The visit is strictly for **IEM MEMBERS ONLY** and limited to **40 participants** and registration will be on a first-come-first-serve basis subject to payment within 5 working days. Members who are interested to join the visit are requested to return the reply slip to the IEM Secretariat before **25 January 2010** together with a non-refundable commitment fee of RM **30.00** per person and made payable to **The Institution of Engineers, Malaysia. Please note that the commitment fee must be settled prior to the visit. Payment on the day of the visit is not acceptable.** After this closing date, IEM reserved the right to allocate seats on first come first pay basis. Members are also reminded that if a place is reserved, IEM **may cancel the reservation** if payment is not received. If IEM maintained the reserved seat and the intending participant failed to attend the visit on the date of the event, the fee will still have to be settled in full.

**\*\*RM10.00/ pax per entry will be collected during the visit as a Coupon worth RM10 discount for any Brand's Product.**

**Ir. S. Jagathisen**  
**Chairman**  
**Manufacturing Engineering Technical Division, IEM**

### REPLY SLIP (Fax to : 03-7957 7678)

Chairman, Manufacturing Engineering Technical Division, IEM  
The Institution of Engineers, Malaysia

### Technical Visit to Cerebos (Malaysia) Sdn Bhd

I wish to participate in the above visit on ..... I enclosed herewith a cheque No ..... for the amount of ..... as my commitment fee for the visit.

Name of Member : ..... M'ship No: .....  
Company's Name: ..... I/C No: .....  
Position: ..... Email: .....  
Address : ..... Tel : .....  
..... Mobile : .....  
..... Fax No: .....

I will be participating in the visit at my own risk and hereby indemnify fully the IEM from all claims arising from any injury, damage or loss that may be sustained by me.

.....  
(Date)

.....  
(Signature)

*Please bring along this flyer for confirmation of attendance  
(Photostat copies are acceptable)*