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The Felda success story

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IF IT HAD BEEN THE VISION OF late Prime Minister Tun Abdul Razak to give land to To chairman Tan Sri Dr Mohd Yusof Nor, Dr Mahathir has played a unique role in Now it has the potential of becoming an international brand when Felda Holding It is expected to become among the 10 biggest companies on the bourse, with a A listed Felda will be the biggest integrated oil palm plantation company in t "His sense of farsightedness as to how far Felda - which has been in land deve "He is looking after the interests of the first generation land settlers and e Felda currently owns 354,554ha of plantation, 72 palm oil mills and six refine In announcing the listing plans for Felda when tabling Budget 2004, Dr Mahathi Dr Yusof also praised Dr Mahathir's concerted efforts in promoting palm oil in "We're indebted to him as Prime Minister for his effective role in promoting t Since 1956, Felda has been doing consistently well locally and has emerged as "When I took over in 2000, my focus was based on his advice and foresight. He hoped to see Felda go into downstream activities as it would supplement the With growing competition from neighbours like Indonesia, which has a bigger oi Although this entailed costs, the returns were attractive. Felda has now built Fatty acids is in high-demand in the international market. It is used to pr To date, Felda has 275 settlements nationwide, 72 mills, six refineries and se Yusof added that the concept of Small and Medium Industries (SMIs) was introdu "For every mill area, we hope to see one SMI built. That's our intention. We c Dr Mahathir, added Yusof, has a great influence over the change in mindsets am "Many a time he has been talking to them about assistance or tongkat which set Strategising is one approach which settlers have learnt in order to cope with During the economic crisis, settlers enjoyed good returns, with FFB prices re Likewise, a disciplined management body is also crucial in enabling Felda to r "His announcement in Parliament reflects his recognition of the good work put Apart from stopping the settlers from falling into the rut of complacency, Dr During the past few months, he spoke of a modern village, a vision to be reali Felda responded by introducing three modern villages in Mempaga (Pahang), Trol "With his commitment to Felda over the years, we are en route to a greater suc

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