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Brahim's has appetite for mergers, acquisitions

FAST TRACK TO GROWTH: Company eyes high-potential firms in food, agriculture sector

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FOOD company Brahim's Holdings Bhd, is looking at a few merger and acquisition (M&A) deals this year to boost growth, its executive chairman Datuk Ibrahim Ahmad said yesterday.

High potential companies in the food and agriculture sector are in Brahim's search radar.

Ibrahim said most of the company's businesses have grown organically, "but now we look at M&A as the fast track to growth".

He said Brahim's is eyeing companies that are doing well, adding that it has begun talking to a few potential targets and will make the announcements when the talks are finalised.

"We can't really comment on what is in the pipeline as far as our intended M&As are concerned, but we are eyeing companies in the food and agriculture business," he said after a ceremony to unveil the company's new logo here in conjunction with its RM2 million rebranding exercise.

The ceremony was attended by former prime minister Tun Abdullah Ahmad Badawi and his wife Tun Jeanne Abdullah.

Ibrahim said the branding exercise is to underscore the Malaysian identity of the world's largest in-flight catering operation.

This follows the completion of Brahim's acquisition of the remain-



Former prime minister **Tun Abdullah Ahmad Badawi** (centre), Brahim's Holdings executive chairman **Datuk Ibrahim Ahmad** (right) and Malaysia Airlines CEO **Ahmad Jauhari Yahya** at Brahim's new logo unveiling ceremony in Sepang yesterday. Pic by Ahmad Irahm Mohd Noor

ing 49 per cent share in Brahim's-LSG Sky Chefs Holdings Sdn Bhd (BLSG) from its German partner, LSG Asia GmbH, last month.

BLSG is now renamed Brahim's Airline Catering Holdings Sdn Bhd.

Ibrahim said with the completion of this exercise, Brahim's expects a quantum leap in earnings as it can now fully recognise the contribution from the in-flight catering business.

"Our strategy is to further accelerate growth via acquisitions," he said, adding that being globally recognised in halal food catering, service, research and development, the company is now seeking opportunities in the Middle East, Indonesia and China.

It recently opened its first Cafe Barbera outlet in Indonesia and is now in talks with a China-based airline catering services company.

After its successful venture in Jordan, the company now wants to expand its operations in the Middle East by producing food for the military.

The Jordan factory will be officially launched on March 13, said Ibrahim.

Brahim's Airline Catering currently serves over 30 international airlines with a new airline, Air France, coming on board next month.