



PICASYNERGY

Company Profile  
**BRIDGING  
THE GAP**

[www.picasynergy.com](http://www.picasynergy.com)

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Thank You





# QUALITY YOU CAN TRUST

## OVERVIEW

Picasynergy Holdings (M) Sdn Bhd is a premier agricultural management firm and grower, specializing in MD2 pineapple cultivation. We offer end-to-end supply chain solutions, including expert planting management, the provision of essential agricultural inputs, and advisory services for global certification compliance. In addition to connecting clients to markets in the EU and Middle East, we address key post-harvest challenges with advanced cold chain solutions, ensuring premium quality produce from farm to market.

PICASYNERGY HOLDINGS (M) SDN BHD (PHSB) is now than ever, READY to penetrate this market.



FOOD  
SAFETY



ENVIRONMENTALLY  
RESPONSIBLE



TRACEABILITY



SOCIAL  
ACCOUNTABILITY

# ABOUT THE COMPANY



Picasynergy Holdings (M) Sdn Bhd, a wholly owned subsidiary by AK Picasynergy Resources focus on exporting premium-quality fresh produce as well as its by products to the European and Middle East market. Being amongst Malaysia's leading BRCGS Agents & Brokers Certification holders, complying with international requirements and bringing Malaysia to the forefront of premium exports.



We are MALAYSIA's leading exporters, marketers and distributors of premium-quality produce grown in Malaysia.



We're a local pineapple exporter, specializing in 100% MD2-Class pineapples for the European market.



We are Brand Reputation through Compliance Global Standard (BRCGS) Agents & Brokers Certified Company.



All our Growers are GLOBAL GAP, BRCGS; and Rainforest Alliance Certified.





VISION AND MISSION



**VISION**

→ *Expand Global reach by igniting Innovation*



*& Leading Sustainable Growth in Agriculture.*



**MISSION**

→ TRANSFORMING Malaysia's Agriculture with innovative MD2 Pineapple solutions, EMPOWER farmers to deliver Premium, Globally Certified produce through Expert Support and Sustainable Practices.

# PICASYNERGY GROUP OF COMPANIES

AK PICASYNERGY RESOURCES

PICASYNERGY HOLDINGS (M) SDN. BHD.

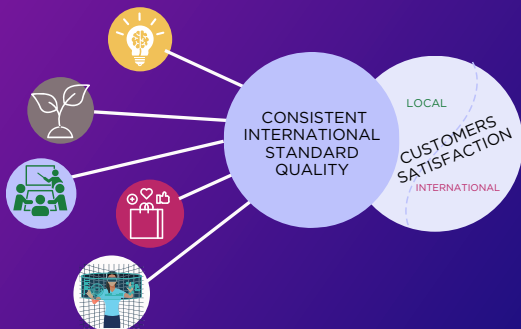
myAgro

PICA ACADEMY & ADVISORY

picafarm

picaLogistic

pica technology



## OUR BUSINESS MODEL

### STRATEGIC BUSINESS UNIT



- MD2 Pineapple Specialist Consultancy - includes :-
  - Farm Management
  - Advice on Machineries
  - Advice on System
  - Provide end to end solutions (from consultancy to product manufacturing)



### STRATEGIC BUSINESS UNIT



- Supply MD2 Pineapple Seeds.

### STRATEGIC BUSINESS UNIT



- Sole Distributorship of Decco Products in Malaysia

### STRATEGIC BUSINESS UNIT



- Buy-Back MD2 Pineapples to EU market
- Trading - Export & Import End Products

### STRATEGIC BUSINESS UNIT



- Training & Consultancy
  - GLOBAL G.A.P,
  - BRCGS &
  - RAINFOREST ALLIANCE
- We facilitate local growers to obtain GLOBAL GAP, BRCGS; and Rainforest Alliance certifications.

### STRATEGIC BUSINESS UNIT



- Internet of Things & Digital Solutions.

# SUSTAINABLE DEVELOPMENT

Picasynergy Holdings main objective is on sustainable development of the pineapple value chain.

Picasynergy aims to facilitate the country's transformation from a marginal pineapple producer characterised by traditional growing practices, little value-addition and little exports, to an established producer and exporter of high quality organic fresh and processed pineapples.

We apply an inclusive, sustainable value chain approach, creating programmes to enable pineapple value chain actors, notably indigenous producers, to increase their productivity, competitiveness, and access to markets.

Interconnected entities includes :

- Collateral Support Facility
- Pineapple Cooperative Development (PCD)
- Pineapple innovation Hub - will be set up as a one-stop-shop for all producer needs in terms of access to inputs, services, finance and technical assistance.

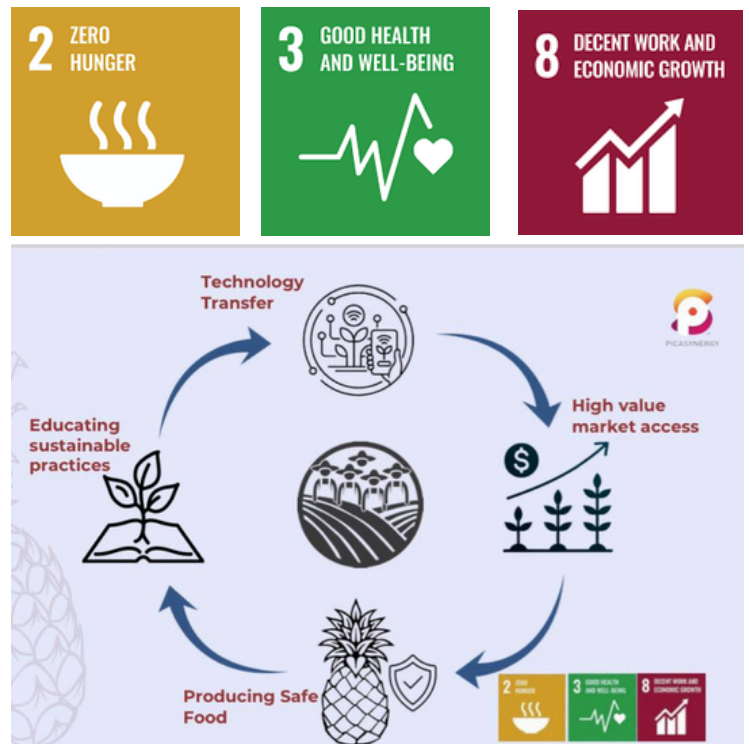
## OUR CORPORATE SOCIAL RESPONSIBILITY

According to Ruslan et al., 2017, the pineapples production in Malaysia is contributed by 54.5% of large-scale growers and 47% smallholders. The pineapple industry in Malaysia is a noteworthy sector. A study conducted by Jaji et al. (2018) reported that the pineapple industry contributes significantly to the country's socio-economic development in terms of improving the livelihoods of smallholder farmers through income generation.

Picasynergy is inspired to be part of the National socio-economic development. Hence, in Picasynergy business strategy for marketing sustainable agriculture produces, we are devoting ourselves to the national agenda to uplift the livelihood of the medium and small growers in the agriculture sector. Picasynergy has identified that the key to success is to practice sustainable agriculture.

Sustainable agriculture practices have to be embedded into the current agriculture practices and this dynamic shift is crucial to change the conventional practices. Agriculture producers need to be more diligent, efficient, knowledgeable, exposed to modern farming technology and embed responsible farming practices to protect the future generation's needs.

Picasynergy source our products responsibly. We ensure our products are sustainable, able to meet the marketplace quality expectations and is safe for human consumption. Our goal is to market our product at the highest market value and in return we will redistribute these market premiums to our growers, which ultimately improves their livelihood.



Our aspiration will also be supporting the Malaysian Government commitments towards the United Nation Sustainable Development Goal (UNSDG). Our involvement will be assisting the nation towards UNSDG 2, 3 and 8.

Picasynergy approach on Corporate Social Responsibilities is one-of-its-only-kind. Our contribution back to the societal is by the way of human capital development. We ensure the medium and small growers have access to a fair market and to build future generation interest is high-technology farming. We applied a holistic and systematic multi-approach to ensure our farming and agriculture partners are on this same impactful journey with us.

# CORPORATE INFORMATION


 Company Name PICASYNERGY HOLDINGS (M) SDN BHD

 Co. Registration No. 1342564 - W

 Website [www.PICASYNERGY.com](http://www.PICASYNERGY.com)

 E-mail [admin@picasynergy.com](mailto:admin@picasynergy.com)

 Contact +603 8328 2117

 Company Address  
Jaya One Unit 005, Level 5  
Block J, 129 Offices, The School,  
72A, Jalan Professor DiRaja Ungku  
Aziz, 46200 Petaling Jaya  
L2-19, Level 2,  
Shaftsbury Putrajaya,  
Jalan Alamanda, Presint 1  
62000 W.P. Putrajaya



**MD2 PINEAPPLE  
CENTRE OF EXCELLENCE (CENTEX)**

c/o YP PLANTATION HOLDINGS SDN BHD  
KM 30, Lebuhraya Tun Abdul Razak,  
26300, Gambang, Pahang, MALAYSIA.



Company Secretary MR. HARZALI BIN SAIFI LS00002260

Auditor WILLIAM LAU & CO (AF002424)

MOF No. K10086236413553826



Maybank Berhad

551137564007

Kuwait Finance House

004141000273





# Crafting Experiences with Passion



*"At Picasynergy, we wholeheartedly embrace the beauty of diversity across gender, nationality, backgrounds, and cultures. Our Picasynergy family is united by a shared dedication to upholding the utmost integrity and displaying the finest standards of professional conduct. Together, we champion the values that define Picasynergy's essence. ."*

**Syed Mohamed Fauzi**

FIELD ADVISOR



We are more than just a team of professionals. We are a collective of passionate individuals driven by a common purpose.

We believe in forging strong partnerships with our clients, understanding their unique aspirations and translating them into compelling online solutions. Through our relentless pursuit of innovation, we push the boundaries of creativity, staying ahead of emerging trends and technologies to deliver our promises.

What sets us apart is our unwavering commitment to quality. We meticulously craft every task, ensuring that our quality is stunning, from the very beginning to final deployment, our attention to detail leave a lasting impression.

## ADVISORY BOARD



DATO' IR. HAJI ROSMAN  
BIN RIDZWAN  
**CHAIRMAN**



DATUK SERI MOHD SALLEHUDDIN  
BIN HASSAN  
**CHIEF ADVISOR | BOARD MEMBER**



HAJI ABD. RAHMAN BIN  
ABDULLAH THANI  
**FINANCIAL ADVISOR |  
BOARD MEMBER**



DATUK HAJI AHAMED  
BASHEER BIN MOHD  
HUSSAIN  
**BOARD MEMBER**



SYED MOHAMED FAUZI  
BIN SYED MURSHAD  
**BOARD MEMBER**



SYED MOHAMMAD HYEKAL  
BIN MARSADH  
**BOARD MEMBER**

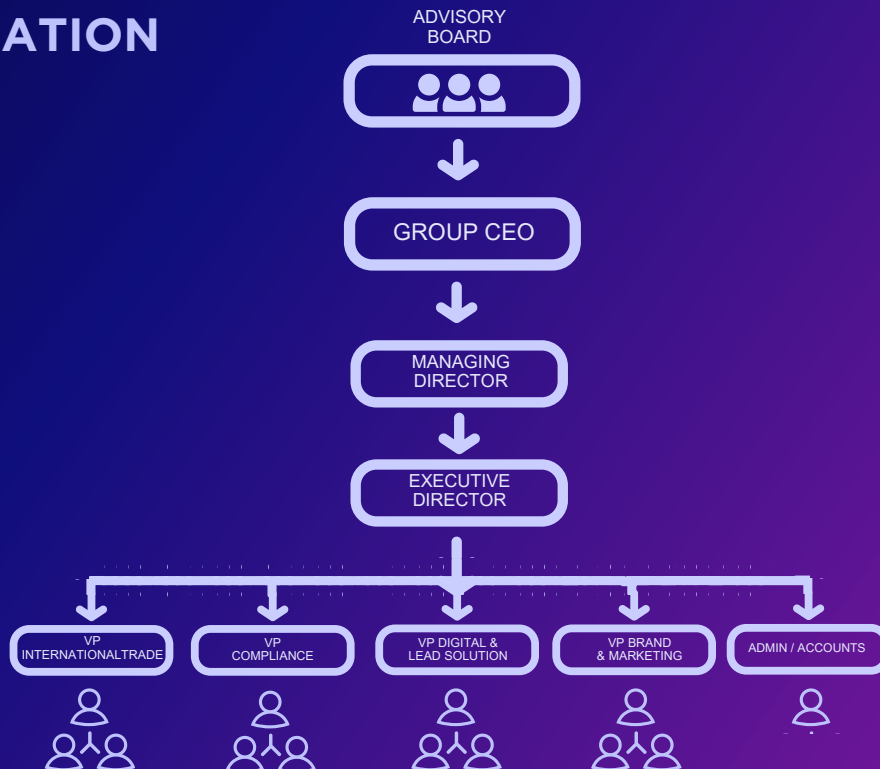


MOHD SHUKRI  
BIN YAHYA  
**BOARD MEMBER**

## KEY PERSONNEL AT A GLANCE



## ORGANISATION CHART



# OUR TEAM

Passionate Professionals at Your Service



DATO' IR. HAJI ROSMAN  
BIN RIDZWAN  
CHAIRMAN

## Professional Profile:

Dato' Ir. Hj. Rosman Ridzwan is an accomplished professional with a diverse background in engineering, property development, telecommunications, and technology. His extensive career spans various leadership roles, showcasing a strong commitment to innovation and business development.

## Education:

- Master of Business Administration (MBA) from Southern Illinois University, USA.
- Bachelor's degree in Electrical Engineering from UITM.

## Awards and Achievements:

- Recipient of several academic awards from The National Dean's List of American Universities and the Lee Foundation of Singapore.

## Professional Experience:

- Managing Director, DCA (M) Group of Companies (1986-2005) - Led DCA (M) Group, a prominent property development company, overseeing extensive developments spanning over 1000 acres in Selangor.
- Project Director, Southdown Corporation Sdn Bhd (1997) - Spearheaded property development projects for Bank Negara Malaysia in Penang.
- Independent & Non-Executive Director, KUB Malaysia Bhd (February 10, 2010 - November 25, 2010)
- Executive Chairman, Symphony Advance Sdn Bhd (2008-2012) - Involved in agro-based business initiatives.
- Executive Chairman, Aqilqisti Group of Companies (2006-2020) - Led an ICT-based company.
- Chairman, Warisan Arca Sdn Bhd - Agro-based and training company..
- Also a shareholder of U Mobile Sdn Bhd.
- Co-Founder and Deputy Chairman, U-Mobile Sdn Bhd (2000-present).
- Co-Founder and Chairman, U Television Sdn Bhd (1998)
- Chairman, MITV Broadband Sdn Bhd (1998)
- Founder, Aqilqisti Broadcast
- Developed pioneering IP-over-UHF Technology.
- Innovator in Fiber Optics Technology
- Designed and implemented fast-built technology for laying fiber optics cables for major companies like Bina Riang (now Maxis), Celcom, and TM.

- Chairman, HSS Integrated Sdn Bhd (Now HSS Engineers Bhd).
- Leading Malaysia's largest horizontal infrastructure engineering consulting company.
- Chairman, Infratech Technology Sdn Bhd (2019) - Specializing in geotechnical and ground strengthening solutions using radio signals for underground soil structures.
- Chairman, Blueberry Technology Sdn Bhd - An IT solutions provider focusing on Augmented Reality, App creation, 5G services (a Huawei preferred partner), and IR4.0 technologies.
- Common Trenching Innovator - Pioneered common trenching solutions for Telco civil infrastructure.
- Director and Acting Chairman, Malaysian Technical Standard Forum Sdn Bhd - Collaborative platform involving Malaysia Communication and Multimedia Commission, Standard Institute of Research Malaysia, and telecommunications industry stakeholders.
- Industry 4.0 Advocate
- Member of the Industry 4.0 council with SEGI University.

## International Representation

- Active participation and representation of Malaysia in international forums and conferences, including World Telecom Congress and Mobile Money Track at CGMA conferences.

Dato' Ir. Hj. Rosman Ridzwan's career reflects a commitment to driving innovation, advancing technology, and fostering collaborations in various sectors, making him a notable figure in the fields of engineering, telecommunications, and business development.

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**DATUK SERI MOHD  
SALLEHUDDIN BIN HASSAN  
CHIEF ADVISOR  
BOARD MEMBER**

## Professional Profile:

Datuk Seri Mohd Sallehuddin bin Hassan is the Chief Advisor of Picasynergy Holdings (M) Sdn Bhd, bringing a wealth of leadership experience from both the public and private sectors. With an extensive career in the Malaysian government, he has held significant roles, including Deputy Secretary-General (Senior) at the Prime Minister's Department and Secretary-General at the Ministry of Agriculture and Agro-Based Industry. His expertise in strategic planning, policy development, and corporate governance positions him as a valuable asset to Picasynergy Holdings.

Datuk Seri Mohd Sallehuddin's experience in government, particularly in agriculture and policy, adds tremendous value to Picasynergy Holdings, helping to shape the company's strategic direction. His leadership ensures the company's commitment to sustainable growth, global market expansion, and adherence to industry standards.



Datuk Seri Mohd Sallehuddin bin Hassan is deeply passionate about advancing Malaysia's agricultural sector, with a particular focus on promoting farm-to-table practices and elevating local food products to international markets. His commitment to ensuring that Malaysia's high-quality produce reaches a global audience aligns with his vision of enhancing the country's agricultural footprint.

At Picasynergy Holdings, Datuk Seri is driving initiatives to develop sustainable agricultural practices, while also spearheading efforts to establish the company as a global leader in the Halal food sector. A key project in his pipeline is the development of a Halal Hub, positioning Picasynergy to lead partnerships in key markets such as the UAE, UK, and Korea, further expanding the reach and reputation of Malaysia's Halal-certified products.

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**SYED MOHAMED FAUZI  
BIN SYED MURSHAD  
FIELD ADVISOR  
BOARD MEMBER**

Our esteemed Field Advisor, brings a diverse range of skills and experiences to his role. Having spent his formative years in Germany, he developed fluency in both the German language and French, broadening his international outlook.

With a keen focus on the cold chain supply and management industry, Tuan Syed Mohamed Fauzi has amassed over a decade of expertise in this field. Throughout his career, he has showcased his exceptional capabilities in management, process optimization, and marketing strategies, driving growth and success in various ventures.

In 2019, Tuan Syed Mohamed Fauzi founded Picasynergy Holdings (M) Sdn Bhd, a testament to his entrepreneurial spirit and commitment to fostering innovation. Additionally, he established My Agro Holdings (M) Sdn Bhd, a trading company, in 2020, further expanding his business endeavors.

Exhibiting remarkable resilience and adaptability, Tuan Syed Mohamed Fauzi adeptly steered through the challenges imposed by the Covid-19 pandemic. Despite the constraints presented by prevailing restrictions, he demonstrated exceptional strategic acumen by successfully orchestrating the export of pineapples to Turkey, thereby achieving the notable distinction of being the first to introduce Malaysian pineapples into the European market during this challenging period. This accomplishment underscores his ability to identify and capitalize on opportunities amidst adverse circumstances.

Tuan Syed has recently experienced a medical incident, specifically a brain stroke, prompting him to take a period of rest and opt for early retirement. In recognizing and honoring his significant contributions, we are steadfast in our commitment to preserving and perpetuating his legacy within our organization.

**"Embrace what you don't know, especially in the beginning, because what you don't know can become your greatest asset..."**

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**HAJI ABD. RAHMAN  
ABDULLAH THANI  
FINANCIAL ADVISOR  
BOARD MEMBER**

Picasynergy Holdings (M) Sdn Bhd is privileged to welcome Abd. Rahman Abdullah Thani as our Financial Advisor. His extensive experience in financial matters adds significant value to our team.

Experienced leader with a demonstrated history of working in the plantation, property, medical, pharmaceutical and chemical industry. Skilled in Mergers & Acquisitions, Corporate Finance, Managerial Finance, Business Development, and Wakaf.

Engaged in various non-profit organizations, Abd. Rahman Abdullah Thani contributes his time as a Member of the Malay Cricket Association of Malaysia, a Member of the Professional Golf of Malaysia (PGM), a Council Member of Outward Bound Malaysia (OBM), and serves as the Treasurer of Masjid Bandar Utama (MBU).

His extensive career includes serving as a CEO in a Government-Linked Company (GLC) in Perak State. Additionally, he has held notable positions such as CFO and President Director in public listed companies in Malaysia and Indonesia. Abd. Rahman Abdullah Thani holds a Bachelor of Commerce (Accounting & Finance) from the University of Tasmania.

He is a Chartered Accountant (CA) of Malaysia and a Fellow of CPA Australia (FCPA).

**“Accounting is the art of turning chaos into clarity and confusion into financial wisdom.”**

**- Michael Carter**

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DATUK HJ. AHAMED BASHEER  
BIN MOHD HUSSAIN  
**BOARD MEMBER**

Datuk Hj. Ahamed Basheer Bin Mohd Hussain, a distinguished Malaysian professional, brings a wealth of knowledge, leadership, and industry expertise to the Board of Picasynergy Holdings. With a diverse background spanning logistics, security services, and corporate governance, Datuk Basheer's career is marked by his unwavering commitment to excellence in every role he has undertaken.

## Academic Qualifications

Datuk Basheer is a highly qualified individual with a solid foundation in Islamic Studies. He earned his Bachelor of Arts (Hons) in Islamic Studies (Al-Quran and Qiraat) from the renowned Al-Azhar University in Cairo, Egypt. His academic journey began with a Diploma in Tahfiz Al-Quran wal Qiraat from the Maahad Tahfiz, Islamic Center in Kuala Lumpur, under the purview of the Prime Minister's Department, a testament to his dedication to Islamic education and values.

## Career and Experience

Datuk Basheer has held key leadership roles in various companies across different industries. Since 2007, he has served as the Executive Chairman of Click Logistic Sdn Bhd, where he has overseen the company's operations and strategic growth. His leadership extended to Mega Signet Sdn Bhd, where he has been a Director since 2009, demonstrating his versatility and strong management acumen.

In addition, Datuk Basheer has played a pivotal role in the success of Tiger Force Sdn Bhd, where he has served as Chairman since September 2011. His vision and strategic thinking have been instrumental in steering the company towards its goals. He also held the position of Chairman of Dominasi Cendana Sdn Bhd from 2009 to 2012, and previously contributed as a Director for Active Network Security Services Sdn Bhd from 2009 to 2011.

Datuk Hj. Ahamed Basheer Bin Mohd Hussain has been a member of the Board of Directors for Institut Kefahaman Islam Malaysia (IKIM) since February 2019, further extending his leadership and contributions to Islamic education and thought leadership.

**“Leadership is about inspiring others to reach their potential while staying true to core values.” - Unknown**

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**MOHD SHUKRI BIN YAHYA**  
**MANAGING DIRECTOR**

Encik Mohd Shukri bin Yahya, an accomplished professional in the field of plantation, currently serves as the Head of Plantation. He holds a Diploma in Planting Industry Management from MARA Institute of Technology. With a rich and diverse background, he has garnered extensive experience throughout his career.

Since 2016, Encik Mohd Shukri has been an integral part of Kulim (Malaysia) Berhad, where he held the esteemed position of Manager and Head of Kulim Pineapple Farm. In this role, he demonstrated exceptional management skills, overseeing various aspects of the farm's operations, including cultivation, management, and marketing.

Prior to his tenure as Head of Kulim Pineapple Farm, Encik Mohd Shukri served as the Manager of Oil Palm Plantation for Kulim (Malaysia) Berhad starting from 1999. During his time in this role, he successfully managed oil palm plantations with notable certifications such as RSPO (Roundtable on Sustainable Palm Oil), MSPO (Malaysian Sustainable Palm Oil), and ISO (International Organization for Standardization). This experience highlights his dedication to upholding industry standards and his proficiency in ensuring sustainable and responsible practices within the plantation sector.

Encik Mohd Shukri's extensive experience, combined with his academic qualifications, showcases his strong foundation in plantation management. His expertise in cultivation, management, and marketing, along with his notable contributions to sustainable certifications, make him a valuable asset in the field of plantation.

**“Agriculture is our wisest pursuit, because it will in the end contribute most to real wealth, good morals, and happiness.” – Thomas Jefferson.**



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**SYED MOHAMMAD HYEKAL  
BIN MARSADH  
EXECUTIVE DIRECTOR**

## **The cloud's the limit**

As the youthful director of Picasynergy, Syed Mohammad Hyekal is resolutely committed to establishing himself as one of Malaysia's preeminent and successful Bumiputera figures.

Recognizing that practical experience is paramount in agricultural pursuits, we actively engaged in hands-on farming endeavors, seeking guidance from agronomists through coaching and consulting to enhance our understanding of the intricacies of the field.

His professional passion lies in equipping individuals with knowledge and making a positive impact on lives through the fusion of agriculture, farming, and technological solutions.

Commencing with personal hydroponic ventures and subsequently enrolling in pineapple courses facilitated by the Malaysia Pineapple Industry Board, he embraced the opportunity to broaden his agricultural expertise.

Since the establishment of the company in 2019, our vision to develop urban farms has persisted, evolving from initial cost constraints to the realization of a successful pilot project in Kuantan, guided by his advisory brother, Syed Mohamed Fauzi.

In contemplating the requisites for success in agriculture, Syed Mohammad Hyekal recognizes the paramount importance of tenacity. Possessing an unwavering commitment and a belief in the attainability of any goal are essential attributes. Successful individuals exhibit an insatiable drive to understand their domain, constantly seeking solutions to challenges through avid reading and persistent problem-solving.

The complexity of modern farming necessitates a collaborative approach. Picasynergy is composed of diverse teams of experts, spanning from agronomists with an innate understanding of plants to software engineers and chemists.

Our firm conviction is that modern agriculture is predominantly a science, differentiating itself from traditional farming, which relies on trial and error. Employing scientific principles allows for precise measurement of variables such as nutrient ratios, air, and water balance in the soil, ensuring consistency and success across various plant cycles.

**"Sow, Grow, Thrive: Urban Farming for a Better Tomorrow."**

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**HASLINDA MOHD EUNOS**  
**VICE PRESIDENT**  
**OF INTERNATIONAL TRADE**

Recognized as Lynda Eunus within professional circles, she has emerged as a highly esteemed luminary within the realm of sales and promotion. Commencing her journey at Pelangi Berhad's Property Management Division, her track record of unwavering excellence has left an indelible mark. Her unwavering commitment to superlative performance garnered her well-deserved recognition in the industry.

Bolstered by an authentic ardor for fostering prosperity and an innate prowess for forging meaningful connections with both clients and peers, Lynda's vocation is underscored by her earnest aspiration to effect positive change through her endeavors. A standout accomplishment includes her masterful orchestration of an esteemed international affair graced by Royal Patronage, a testament to her exceptional leadership mettle.

Across her professional odyssey, Lynda has navigated diverse commercial spheres with an unceasing pursuit of personal and professional refinement. Stepping adeptly into various managerial capacities, she has helmed roles such as Branding Manager for a local cosmetics brand and Corporate Manager overseeing opulent resorts and Fine Dining establishments. Her entrepreneurial mettle shone as she successfully established a Fitness and Spa center of her own accord within a prestigious hotel domain. Subsequently, she was entrusted with the mantle of Business Development Manager within a government-linked enterprise vested in contract farming, wherein her acumen for strategic ideation and growth propulsion was amply evident.

In the present juncture, Lynda Eunus commands the exalted post of Vice President of International Trade at Picasynergy. In this august capacity, she commands dominion over the entirety of the organization's export purview, concurrently steering the course of comprehensive operations. Fuelled by her treasure trove of experience, her transcendent leadership metier, and an innate ardor for global commerce, Lynda stands as an instrumental linchpin in the perpetual triumph and expansion of the establishment. Her narrative stands as a beacon of inspiration, galvanizing others to chart their own course towards personal and vocational advancement within the dynamic sphere of business.

**“If everyone is moving forward Together, then Success takes care of itself.” - Henry Ford**



# OUR TEAM

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**ROBERT C.Y. CHEONG**  
**VICE PRESIDENT OF COMPLIANCE**

With over 30 years of expertise as a Carbon Credit Auditor, Mr. Robert Cheong is a seasoned professional well-versed in certifications such as ISCC, ISO, MSPO, and RSPO, with a particular focus on Malaysia Sustainable Palm Oil. Demonstrating his technical knowledge, proficiency, and capabilities, he successfully passed associated exams and actively engages in ongoing learning through In-Person Training programs. His passion for the industry is evident in his dedicated work, and he has cultivated a family with shared interests and professions, making him a unique and committed contributor to the field.

### Qualifications:

Business Administration, Marketing, and Industrial Administration Diplomas  
Carbon Credits (CDM & Gold Standard) expertise  
VERRA – Voluntary Carbon Standard ISO 14064-2 validation  
Various ISO certifications (9001, 14001, 45001)  
RSPO and MSPO certifications  
SA8000 Introduction and Basic Auditor  
Life Member of Institute of Quality Malaysia

### Auditing Experience:

Senior Assessor for CDM, Gold Standard, VERRA, and more  
Lead Assessor for ISCC, ISO 14064, MSPO, RSPO  
Senior Auditor for Malaysia Sustainable Palm Oil  
Auditing in various countries

**"The government cannot enforce its mountain of laws and regulations without voluntary compliance."  
- Charles Murray**

### Employment History:

Senior Technical Advisor - TUV NORD Malaysia Sdn. Bhd. (01/2021 - 04/2022)  
Carbon Credits Assessment  
Technical Reviewer  
ISCC audits  
ISO 14064 assessment  
Trainer

Head of Sustainability & Carbon Services - TUV NORD Malaysia Sdn. Bhd. (04/2009 - 12/2020)  
Carbon Credits Senior Assessor  
Regional Sustainability Services Product Manager  
ISCC Program  
MSPO and RSPO Schemes

Head of Business Development - TUV Rheinland Malaysia (07/2007 - 04/2009)  
CDM Assessor  
CDM Product Manager

Business Development Manager - TUV SUD Asia Pacific Pte. Ltd.,  
Medical Devices Business Development  
Operations Manager -  
ITL Asia Pacific Sdn. Bhd. (01/2003 - 12/2003)

QES Impact Training - Consultant (02/2001 - 06/2003)  
Development of Procedures and Work Instructions

Principal Consultant - Globiz Management (04/1995 - 12/2002)

Vice President - Rubber Thread Industries (M) Sdn. Bhd. (01/1990 - 03/1995)

### Overseas Operations

Production Planner  
Wastewater system development

Associate Manager - Tamco Cutler Hammer Sdn. Bhd. (01/1984 - 12/1989)

Power Systems for various industries

### Certifications and Seminars:

- Vice Chair and member for MS2530:2022
- Resource Speaker and Trainer in various sustainability and carbon-related seminars
- Forum participant at Asia Carbon Forum and Carbon Expo

*Note: Detailed information available upon request.*

# OUR TEAM

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AMIR ALI HAMZAH  
**VP DIGITAL LEAD SOLUTION  
ARCHITECT**

A visionary in the realms of digital, business, and technology strategy, with an innate ability to swiftly dissect the IT ramifications of corporate strategy while also discerning the business implications inherent in digital and technological stratagem.

A seasoned Lead Solution Architect adeptly versed in shaping, preparing, and providing sage counsel for RFPs, RFIs, and Solution Architecture, ensuring meticulous precision in crafting viable solutions.

Unparalleled in analytical finesse, endowed with a deep comprehension of intricate quandaries, and blessed with a rapid assimilative prowess, all underscored by a penchant for inventive and conceptual troubleshooting of the highest caliber.

Mastermind behind the formulation of both business and operational blueprints, steering the trajectory of both internal endeavors and those of discerning clientele. An ardent connoisseur of technology, with fervent interests spanning 5G, End-to-End Service Assurance, Big Data, Advanced Machine Learning, and IoT, all magnificently underscored by the intellectual dexterity to engineer revolutionary and ingenious remedies.

Embarking on the journey of precision planting, we aim to revolutionize our agricultural practices by leveraging advanced technology to maximize yield and minimize environmental impact.

Endowed with a commanding grasp of TMForum eTOM and ITIL protocols, adeptly tailored to the dynamic needs of contemporary business landscapes.

Seasoned veteran of the Telco realm, IP domain, Broadband OSS/Network Management echelons, replete with a rich history of system consultancy and seamless integrations.

A luminary in the intricate art of Smart Card integration, a testament to a multifaceted skill set that transcends conventional boundaries.

Embarking on a distinguished two-decade journey, harmoniously entwining Technology and Business Transformation, encapsulating a wealth of experience that resonates across eras and paradigms.

**“It’s not a faith in technology. It’s faith in people.”  
-Steve Jobs, Co-founder of Apple**

# OUR TEAM

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**NORAFIZAH DATO' RAHMAT**  
**VP BRAND MARKETING**  
**STRATEGIST**

More popular as Lady N; is fortified with a Higher Diploma in Hospitality Management, an accolade earned from the prestigious Gothenburg International College, where she honed her expertise from 2005 to 2007.

Her academic journey commenced with a solid foundation in Language & Cultural Studies at Norrkoping College, spanning the period from 2003 to 2005, laying the cornerstone for her multifaceted educational trajectory. - Distinguished as a consummate Personal Brand Strategist and astute Marketing Consultant, renowned for catalyzing the ascendancy of brands into echelons of eminence.

An inspirational trailblazer, serving as a luminary Motivational Speaker and Mentor for esteemed entities including the Johor Women's Development Department, ANURA, Hanalash Beauty Academy, and Politkenik Ibrahim Sultan, Johor, shaping the trajectories of future leaders.

Embracing the mantle of Guest Speaker, lending insights to august platforms such as MSU, JPW, CommonGround Iskandar Space, Elite Network Malaysia, E3 Entrepreneurs Hub, and the illustrious Global Empowerment Summit 2022, as well as the coveted Benny Expression Live, reflecting an entrepreneurial prowess of paramount distinction. She leads with panache as the S.E.A Boss Squad Leader for Kubi Springer London, orchestrating a symphony of strategic brilliance.

Embarking upon a transformative odyssey as the Founder and CEO of Johor Lady Loft since 2016, spearheading a pioneering female-centric business networking nexus that cultivates symbiotic growth for entrepreneurs and professionals alike. Her legacy includes a distinguished tenure as the Hotel Manager at the esteemed Grand Jade Hotel, Malaysia, spanning from 2012 to 2016, where her stewardship encompassed comprehensive organizational management and the orchestration of in-house training initiatives, further underscored by adept revenue management acumen.

Casting a transformative aura in the international arena, her tenure as Project Curator at Stylt Trampoli AB, Sweden, from 2007 to 2011, unfurled the realms of branding and styling in the development of avant-garde Hotel and Restaurant concepts, emblematic of a profound creative acumen.

Cumulatively, her narrative encapsulates an exquisite tapestry of roles and achievements, testament to an unwavering commitment to catalyzing the ascent of brands, galvanizing minds, and sculpting visionary landscapes.

**"If people like you they will listen to you, but if they trust you, they'll do business with you. "**

**- Zig Ziglar**

# OUR TEAM



## Passionate Professionals at Your Service



**AIDA ADRIANA MOHD FAUZI**  
**ACCOUNTANT**

Aida Adriana is a certified professional with a rich educational background. She achieved certification in 2019 from the Association of Chartered Certified Accountants (ACCA). Her academic journey includes attending YES International College and MARA University of Technology (UiTM). During her studies, she specialized in Advanced Financial Management and Advanced Audit and Assurance by opting for optional papers.

Prior to her ACCA certification, in 2017, Aida Adriana attained the Certified Accounting Technician (CAT) qualification from MARA University of Technology (UiTM). Her educational pursuits began earlier, with her 2013 completion of Sijil Pelajaran Malaysia (SPM) from SMK Sultan Ismail, Johor Bahru, where she achieved remarkable results - 7As and 2Bs. These achievements highlight her dedication to academic excellence and her commitment to a career in the field of accounting and finance.

Aida Adriana also contributed her skills and expertise as a Student Counsellor at TYMBA Education. In this role, she likely provided guidance and support to students, helping them navigate their educational journeys and offering assistance with academic and personal challenges. Her involvement in this capacity showcases her commitment to fostering a positive learning environment and aiding students in achieving their educational goals.

As the Accountant, she keeps track of the company's income and spending, make financial reports, and help plan budgets. Handle taxes, help with audits, analyze financial data, and offer advice to improve the company's finances. Additionally, she make sure the company follows financial rules and regulations and protects its assets.

**"Risk comes from not knowing what you're doing."  
- Carol H. Williams**

# DIRECT SOURCING



Providing full traceability in all agricultural practice



## MISSION

Picasynergy aims to achieve its objectives through 3 distinct approaches:

- By reducing the time between harvest and delivery, which in turn extends the longevity of the produce.
- By limiting the amount of times that produce exchanges hands - thus reducing commission costs and ultimately the cost to consumer.
- By implementing tight controls during the production and distribution process, thereby ensuring produce is packed, shipped and distributed at optimal conditions.



## VISION

The company has experienced exponential growth and rapid success in its respective market sector.

Picasynergy is at the forefront of innovation, setting a new standard by continuously strategizing and pioneering novel avenues to realize its vision of assisting local agricultural companies in accessing the global market.



- Enhancing consumer confidence through informative marketing campaigns that educate them about our production and manufacturing processes.
- To reduce cost to consumer by increasing the volume of product supplied directly to consumers.
- To enter the retail sectors to offer direct supply to consumers.
- To improve service delivery and business practices by communicating with the consumers.



- To establish cold storage facilities in our existing prominent markets.
- To extend consistent cold chain management processes to be implemented throughout Malaysia.

Discover our very own exquisite MD2 pineapples from Gambang, Kuantan, cultivated with care from our farms to your table, exclusively for the European market.

As we face current challenges, we remain steadfast in addressing long-term concerns such as climate change, CO2 emissions, and evolving supply chain regulations. Our commitment to sustainability and supply-chain transparency is unwavering.

# BIG, MEDIUM, SMALL RETAIL

A tailor-made client  
personalized services  
to retailer and wholesaler

**Picasynergy delivers fresh produce from carefully selected origins – either in bulk, or pre-packed packaging. Produce is supplied directly from Picafruit farms, which equates to direct sourcing.**

**Direct sourcing enables the retailer to communicate with confidence to the consumer that**

- Farming and growing practices comply with global standards, e.g. non toxic chemicals are used
- Product comes from farms that adhere to strict ethical labour practices
- Product is handled in a hygienic environment and there is no contamination with foreign materials
- Product is produced with clean, potable water
- Full traceability is available on all agricultural practices

## Picasynergy credibility assurances:

- 1** Full range product supply for 12 months of the year
- 2** Proper cold storage and cold chain management is maintained, which equates to maximised product shelf life
- 3** Assisting retailer to merchandise, brand and sell the product to the consumer
- 4** Reduction in carbon footprint through commitment to 'green' packaging design and purchasing
- 5** No delivery chain, resulting in reduced prices and more satisfied consumer



# PRODUCT AND SOURCES



# FRESH PRODUCE

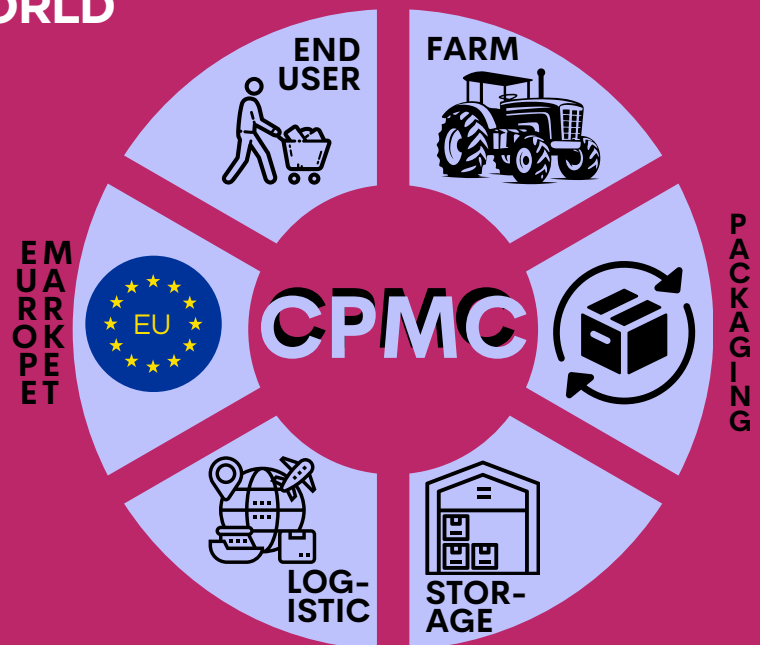
Picasynergy grows and sources fruit from across the globe to supply year-round, in-season, fresh quality produce.

Our growers are accredited by GLOBAL G.A.P., the world's foremost authority in agricultural practices. To ensure the utmost in food safety and quality, we also adhere to BRCGS (British Retail Consortium Global Standards) certification. Moreover, we are dedicated to environmental conservation and ethical labor practices, exemplified by our Rainforest Alliance certification.

These certifications demonstrate our unwavering dedication to safe, sustainable, and responsible agricultural production. We prioritize food safety, traceability, environmental sustainability, and worker welfare, making us a trusted and reliable supplier in the industry. Our multi-certification approach reflects our comprehensive approach to addressing the diverse needs of our customers and partners, ensuring that our products meet the highest standards of quality, integrity, and sustainability.

## FROM FARM TO THE WORLD

COLLECTION |  
PACKAGING &  
PROCESSING |  
MARKETING & SALES  
CENTRE



BRIDGING  
THE GAP



# TRUSTWORTHY PACKHOUSE COMPANY

Picasynergy strives to uphold the highest standards as set out by global governing bodies such as GLOBAL G.A.P. and BRCGS Food Safety

The company identified a lack of quality control during the packing and distribution process and subsequently invested in new ways to ensure that produce is handled and transported according to global health and food safety standards.

With this in mind, produce undergoes constant checks and evaluation during all stages – from production, to delivery;

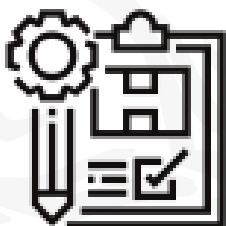


## Managing & Regulating Quality during Production

Managing the quality of the produce begins during production. Picafruit has a dedicated team of quality control specialists on-farm and in pack house.



Picasynergy maintains a dedicated Quality Control team in Malaysia that rigorously assesses product quality upon arrival (import) or departure (export).



### Quality Control from Producer to Consumer

To further the longevity of the produce, Picafruit has implemented proper cold chain management from farm to end-destination.



### Distribution & Allocation

To ensure that produce is delivered according to the required grading, the quality control team inspects the product in the pack house – and again in port prior to shipping.

# COLD STORAGE LAST MILE LOGISTICS

Inclusive lowers operating costs, reducing system downtime and interruptions, greater product longevity, improved data integrity and inventory management

Picasynergy (PHSB) monitoring the transports produce phases which to maintain the freshness of the produce. The company utilizes state-of-the-art temperature controlled storage facilities both at source and at end destination. We also insis on refrigerated transport from our ware houses to the end customer.

PHSB utilises state-of-the-art temperature-controlled storage facilities, both at source and end-destination. Refrigerated trucks compe the cold supply chain from warehouse to consumer.

A world-class cold-room is built in Malaysia where repacking can take place. PHSB is also in the process of purchasing a flee of temperature controlled trucks to have better control over the cold chain process.



# Effective marketing strategy that allows company to construct customer satisfaction and brand loyalty

Picasynergy deploys various marketing strategies to familiarise and educate the consumer as to the company's growing practices.

The purpose of this is to gain consumer confidence in the product. The company assists retailers with merchandising, branding and marketing the product to the consumer to increase profitability.

## ENVIRONMENT

With the increasing demands regarding branding and packaging, not only from the consumers' end but also taking into consideration of our environment, we are heavily involved with the development of our partners brands and ensuring more environmentally friendly packaging material.





# UNDERSTAND THE BENEFITS OF EMPLOYEE TRAINING

Well-run training opportunities help businesses attract and retain talented individuals to bring more effective results



Picasynergy is heavily providing in skills development and training and is prepared to cover the costs for employees to study part-time in any sector relevant to the business.

The company offers internationally accredited courses every 6 months in forklift operation, reach truck and commercial truck driving. The company also offers a range of skills-building IT courses that any employee can attend.

## PARTNERS



## STRATEGIC PARTNERS (Local & International)





# BRIDGING THE GAP



## AK PICASYNERGY RESOURCES

**Co. Reg. 1467244-U**

JAYA ONE, UNIT 005, LEVEL 5,  
BLOCK J, 129 OFFICES, THE  
SCHOOL, 72A, JALAN  
PROFESOR DIRAJA UNGKU  
AZIZ, 46200 PETALING JAYA,  
SELANGOR



**PICASYNERGY**  
HOLDINGS (M) SDN. BHD.

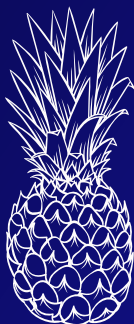
## PICASYNERGY HOLDINGS (M) SDN BHD

**Co. Reg. 1342564-W**

L 2-19, LEVEL 2,  
SHAFTSBURY PUTRAJAYA,  
JALAN ALAMANDA, PRESINT 1,  
62000 W.P. PUTRAJAYA

### DIVISIONS :

- ACADEMY & ADVISORY  
(TRAININGS ON CERTIFICATIONS)
- INTERNATIONAL SPEAKERS - EVENT  
FACILITATOR



## MD2 PINEAPPLE CENTRE OF EXCELLENCE (CENTEX)

C/O YP PLANTATION  
HOLDINGS SDN BHD  
KM 30, LEBUHRAYA TUN  
ABDUL RAZAK  
26300, GAMBANG, PAHANG.

*Thank  
You*



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