



UMP AND GAYA NATURALS SDN. BHD. TO JOINTLY DEVELOP PATCHOULI OIL PROJECT IN PAHANG

By: Hanafi Anuwar

Universiti Malaysia Pahang (UMP) and Sabah-based company, Gaya Natural Sdn. Bhd., will be working together to establish the patchouli oil industry in Pahang.

UMP is now developing the Pahang Bio-Aromatic Park on a 180-acre of land in Maran where aromatic herbal plant-related research can be carried out systematically and comprehensively. It will also help to boost the development of herbal-based technology and natural products in Pahang.

Gaya Naturals Sdn. Bhd. is one of the world's major patchouli oil producers. The company is committed to work together with UMP and will share its knowledge and experience. It is set to provide assistance to UMP in starting the patchouli oil project in Pahang Bio-Aromatic Park.

The collaboration will involve Gaya Naturals Sdn. Bhd. supplying seedlings to plant the patchouli trees, selling and marketing of the patchouli oil and manufacturing of

downstream products, as well as providing consultation services.

It is hoped that the collaboration will help to enhance participation from the public sector and the people as well in making agriculture a more developed sector especially in the areas such as aromatic herbal where sound synergy can be forged and resources optimised.

With the capability of the existing institutions, objectives set out in plans to industrialise the agriculture sector can be met. These synergies can become the catalyst and an integrated platform for the various business components for the aromatic herbal agriculture activities to flourish.

It can increase supply and demand and encourage the growth of social capital as well as enhance national competitiveness in the global network economy.