

Barry Callebaut announced the opening of its Asia Pacific Business Excellence Center (APAC BEC) in Malaysia

13 January 2023 | News

The APAC BEC will function as a center of excellence, providing support across the company's financial and accounting services, information management and technology, customer service, and other corporate and shared service functions.



The APAC BEC will function as a center of excellence, providing support across the company's financial and accounting services, information management and technology, customer service, and other corporate and shared service functions.

Jo Thys, Chief Operating Officer of the Barry Callebaut Group, who participated in the opening ceremony in Malaysia, said: "The Asia Pacific Business Excellence Center aims to deliver an enhanced customer experience and create value for our customers through service optimization and automation. This Center is a testament to our long-term commitment toward investing in Asia Pacific and will help us support our business growth in the Region."

The new APAC BEC in Malaysia represents a significant investment by Barry Callebaut in Malaysia and builds on more than 30 years of successful presence in the country. At present, Barry Callebaut employs more than 600 employees across its two manufacturing sites and R&D centers in Pasir Gudang and Port Klang. In addition to that, the APAC BEC has already over 100 employees, and it aims to scale up to 150 in the coming months.

Robert Kotuszewski, Managing Director of Barry Callebaut in Malaysia, said: "Malaysia is an important hub for Asia Pacific thanks to its solid manufacturing base, cultural diversity, and multilingual talents who can help our customers and employees connect across markets in the region. We want to thank our customers, partners and employees for their continued support in establishing the Center."

Barry Callebaut manufactures chocolate for confectioneries and food manufacturers that use chocolate as ingredients in their consumer products and is the outsourcing partner for a growing number of Malaysian food manufacturers seeking high-quality chocolate products. The sales volume of chocolate confectionery in Malaysia grew +12.7% in 2021 and at a CAGR of +3.4% between 2016-2021, according to Nielsen^[1].

The company also imports premium European chocolate for artisanal and professional users of chocolate, such as chocolatiers, bakers, pastry chefs, hotels, and restaurants. These gourmet products have fueled the business growth of Barry Callebaut in Malaysia.

The Barry Callebaut Asia Pacific Business Excellence Center in Malaysia is home to more than 100 culturally diverse multilingual talents to support the growth in the Region.