

DISPATCHES

TALKING HEADS

—Malaysia



Ebby Loo Euro-Atlantic

KUALA LUMPUR—Ebby Loo is managing director of leading Malaysian specialty produce importer and distributor Euro-Atlantic. Ebby founded the company nearly 20 years ago with her husband, Eric KC Goh, and Singaporean business partner, CH Tan.

What do you love in particular about your job and what, if anything, would you change?

EL: It brings me great satisfaction and joy to be able to give Malaysian consumers the opportunity to enjoy a great variety of seasonal exotic fruits from various parts of the world throughout the year.

I would strongly recommend the government to make it compulsory to have complete cold chain management in the fresh produce industry.


How much fresh produce do you consume and where do you buy it?

EL: I start my day with fresh potato juice – blended with any kind of fruit, preferably green apples. I have fresh fruits if I stay in the office for lunch, a fruit platter before dinner at home and lots of salads and vegetables for dinner. Fresh produce shopping is at Euro-Atlantic of course!

What do you do to unwind after a tough day at work?

EL: A workout at my home gym. A few laps in the pool two to three times a week. I enjoy a session of singing my favourite songs at home after dinner with my family.

What is the best piece of advice you've ever received?

EL: People are the best asset of a successful organisation. Stay focused and be optimistic. 

Describe your typical day-to-day schedule.

EL: It usually begins with a healthy regime of fresh fruit and vegetable juices, followed by a wholegrain breakfast meal. A quick check of my iPhone calendar for the day before heading to the office, where I will have discussions with my heads of departments about daily operations and scheduled meetings.

Lunch is usually light and very often I will eat in so I can catch up on my paperwork. I usually end my day by 6pm and will go straight home.

Where have you travelled to lately in your job and where are you planning to go next?

EL: I was invited by the Spanish Trade Commission to the Alimentaria Food Show 2012 in Barcelona in late March. In late April I was invited to attend the Packaging Machineries & Materials exhibition in Hong Kong. In early August I'll make a trip to California to visit some exporters. In September I plan to visit Asia Fruit Logistica in Hong Kong.

W hat do you see as the biggest challenge facing the produce business in Malaysia?

EL: Rising costs and economic uncertainty in Europe and the US are the biggest challenges in my opinion. Rising costs will mean more expensive products, and economic uncertainty in the West, which leads to lower consumer spending, is contagious. As the saying goes, the West sneezes and the East catches the flu.

What is your proudest achievement in your work in the fresh produce business?

EL: In 2009 when Euro-Atlantic received the HACCP accreditation for hygiene, food safety and cold chain management. This recognition placed our company as the leader in the fresh produce industry in Malaysia in terms of total cold chain and food safety management.