

**Ebby Loo**  
**Managing Director**  
**Euro-Atlantic Sdn Bhd**

Ebby Loo was one of the main founding directors who established Euro-Atlantic Sdn Bhd in 1991. It was unheard of in the 1980s and 1990s for a woman to helm a fresh produce company, a field dominated by men. However, Ebby's decade long experience as a bank officer had provided her with solid management skills.

From a single terrace shop-house, Ebby's hard work and determination drove Euro-Atlantic to grow into a group of five companies with 30 refrigerated trucks and 160 employees. Euro-Atlantic was one of the first fresh produce companies to be awarded the globally esteemed HACCP certification, an internationally recognized food safety management system. Its distinguished clientele range from five-star hotels to airlines, foreign embassies, supermarkets, restaurants and the United States Navy.

Ebby attributes her company's success to its staff. Thus she places great importance on training for her staff. Euro-Atlantic sets a high bar with its exemplary welfare benefits. It is one of the few companies that offer an Education Subsidy Programme (ESP) for the children of its employees. The company also practises its corporate social responsibility actively through collaborative relationships with many partners and charitable organizations.

Ebby's motto for success is "TIQ" : TEAM WORK + INTEGRITY + QUALITY.

