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48 HIGHLIGHTED SMEs



Ebby Loo Kam Chee Managing Director

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www.euro-atlantic.com.my

EURO-ATLANTIC SDN BHD

Euro-Allantic Sdn Bhd is a Malaysia incorporated company. It commenced business operations in early 1992 and the company specialises in high quality imported fruits and vegetables. Norwegian seafood is their main range of imported quality seafood. The imported fruits and vegetables are air-flown or sea-freighted directly from Australia, New Zealand, Egypt, Holland, South Africa and the West Coast of America. Imports from other countries include China, Korea, Thailand, Taiwan, Vietnam and India.

Euro-Atlantic prides itself as being one of the leading specialty food distributors to Hotels, Restaurants and Supermarkets / Hypermarkets in the capital city of Kuala Lumpur, Penang and Johor Bahru. In other states, their products are distributed through a network of wholesalers. Euro-Atlantic's other key customers include Airlines Catering and Ship Chandlers.

Since 1996, the company was confirmed as a supplier of fresh fruits and vegetables for the US Navy Procurement in the Straits of Malacca. The qualification was made based on product quality and stringent hygiene and sanitary standards acceptable by the US Armed Forces Department of Veterinary Service.

In June 2001, a wholly-owned subsidiary, Euro-Atlantic (Penang) was set up to service the northern region market in West Malaysia. In October 2007, a wholly-owned subsidiary, C-Food Portions Sdn Bhd was set up to produce added value marine products.

In Dec 2011, a wholly-owned subsidiary, Euro-Atlantic (Sabah) was set up to service the East Malaysia market with fresh produce, quality seafood and gourmet items. By first quarter in 2015, a wholly-owned subsidiary, Euro-Atlantic (JB) will be incorporated to serve the discerning customers in the southern part of Peninsular Malaysia. Euro-Atlantic group has a total workforce of 180 employees and a logistics fleet of 35 chill and frozen trucks.





EURO-ATLANTIC SDN BHD 89







Malaysia's Fast Moving Companies I SME 100

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