

Connell expands food offerings in Malaysia

24 September 2019 | News

Inno-Cosmic and Nation Maple have an extensive commercial network across Malaysia



Connell, a Wilbur-Ellis company and a leading marketer and distributor of specialty chemicals and ingredients in Asia-Pacific, has announced the acquisition of the assets of Inno-Cosmic and Nation Maple, leading distributors of instant beverage raw materials in Malaysia.

Inno-Cosmic and Nation Maple have an extensive commercial network across Malaysia and longstanding relationships with customers in the instant beverage industry. Since 1998, Inno-Cosmic has been the exclusive distributor for a prestigious creamers and foamers supplier, a partnership that has made Inno-Cosmic the leading distributor in Malaysia's three-in-one hot beverage industry. The Company is also leading innovative solutions in the fast-growing plant-based dairy alternative drinks market.

"The acquisition of Inno-Cosmic will increase Connell's presence in the fast-growing hot beverage segment in Malaysia," said KK Chee, regional director of Connell. "Combined with our track record in value creation in the food and nutrition market, we can offer an enhanced portfolio to deliver innovative solutions to our customers."

"We greatly admire Connell's premier position in the food and nutrition and pharmaceutical segments, which we strongly believe will bring significant benefits to our long-term customers, international suppliers and partners," said Inno-Cosmic's Managing Director Loh Kok Wai. "By leveraging Connell's wide market coverage in these segments in Malaysia, coupled with its high technical competency, commitment to customer service, vast resources and capabilities, we can provide a solid business platform to drive and grow our current business to greater heights."

The acquisition of Inno-Cosmic's and Nation Maple's assets by Connell takes effect immediately.