

Paris Baguette expands regional manufacturing hub in Malaysia

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Paris Baguette, the globally renowned bakery brand under SPC Group, has officially launched its newest regional manufacturing hub in Johor, Malaysia. This milestone, graced by Johor's Chief Minister Onn Hafiz Ghazi, and Hur Young In, Chairman of SPC Group reinforces Paris Baguette's commitment to global expansion, increased production capacity, and delivering high-quality bakery products to international markets.

This facility marks a strategic move in Paris Baguette's global expansion, ensuring a seamless, efficient supply chain that supports the brand's growing presence across Southeast Asia, the Middle East, and beyond. As demand for premium bakery products continues to rise globally, the Johor hub will play a pivotal role in boosting production capabilities, streamlining international distribution, and reinforcing SPC Group's position as a major player in the global food industry.

During the inauguration ceremony, Hur Young In, Chairman of SPC Group, stated: "Food is more than just what we eat—through food, we connect with people, honour our heritage, and create meaningful experiences that bring communities together. With the Johor Production Centre as a strategic hub, we aim to bring wholesome and delightful flavours to the 2 billion consumers in the Halal market, spanning Southeast Asia, the Middle East, and beyond. This milestone is not only about business expansion, but also about building stronger connections, creating job opportunities, and celebrating the rich and diverse cultures of the communities we serve."