



**LAPORAN LIPUTAN MEDIA HARIAN  
SABTU 1 OGOS 2020**

<b>BIL</b>	<b>TAJUK KERATAN AKHBAR</b>	<b>KEMENTERIAN / JABATAN / AGENSI</b>
1.	FGV SASAR HASILKAN SEJUTA PISANG KLON TAHUN DEPAN, BISNES, BERITA HARIAN -28	JABATAN PERTANIAN MALAYSIA (DOA)
2.	CARGO OF 600 DRAGONFISH EN ROUTE TO CHINA SEIZED, NEWS/NEWS IN BRIEF, NEW STRAITS TIMES -16	JABATAN PERKHIDMATAN KUARANTIN DAN PEMERIKSAAN MALAYSIA (MAQIS)
3.	WHY BANNED FOOD STILL FOUND ON RETAIL SHELVES, ONLINE, NEW STRAITS TIMES	
4.	IMPORT KAKTUS DARI ITALI TANPA PERMIT, NEGARA, KOSMO -10	
5.	LEMBU SELUDUP DISUNTIK HORMON, NASIONAL, BERITA HARIAN -14	
6.	PENYELEDUP RINTIS BELUKAR TEBAL BAWA MASUK HAIWAN KORBAN, NASIONAL, BERITA HARIAN -15	
7.	BOT PUKAT TUNDA ASING ANCAM NELAYAN TEMPATAN, DALAM NEGARA, UTUSAN MALAYSIA -26	LAIN-LAIN
8.	MAXIS' FIBRE GOALS, STAR BIWEEK, THE STAR -1,10,11	

UKKMAFI

UNIT KOMUNIKASI KORPORAT  
KEMENTERIAN PERTANIAN DAN INDUSTRI MAKANAN  
(UNTUK EDARAN DALAMAN MAFI, JABATAN DAN AGENSI SAHAJA)

# FGV sasar hasilkan sejuta pisang klon tahun depan

Penerokaan FGV Holdings Bhd (FGV) dalam kajian pisang klon membuka peluang kepadanya untuk menghasilkan pengeluaran besar-besaran varieti berkualiti tinggi dengan sasaran menghasilkan sejuta pisang klon menjelang 2021.

Sasaran itu adalah peningkatan 100 peratus daripada pengeluaran semasa untuk memenuhi permintaan pasaran khususnya pisang segar dan industri makanan berasaskan pisang yang sekali gus membodehkan FGV memenuhi sekitar 30 peratus permintaan penggunaan negara untuk pisang.

Ketua Pegawai Eksekutif Kumpulan FGV, Datuk Haris Fadzil Hassan, berkata kualiti tinggi benih pisang klon yang dihasilkan terbukti dengan lebih daripada enam juta ramet pisang berangan terjual antara 2007 hingga Julai 2020, menandakan FGV antara pengeluar benih pisang klon terbesar di Malaysia.

Beliau berkata, Pusat Inovasi FGV yang terletak di Bandar Enstek, Negeri Sembilan mengastis-

kan varieti pisang klon untuk memenuhi permintaan industri sawit di dalam tempoh tanam semula dan petani pisang di negara ini.

Katanya, dengan penyediaan yang berpengalaman dan berdedikasi dalam pengeluaran kultur tisu, nasihat teknikal dan operasi tapak semaian, FGV mempunyai kepakaran untuk menyokong usahawan agro pisang dan pekebun kecil dengan benih pisang klon yang terbaik, kontrak pengiklanan pisang dan per-tanian kontrak.

"Ini selari dengan langkah strategik FGV untuk memajukan inisiatif Pertanian Bersepadu dan pada masa yang sama meningkatkan pengeluaran pisang tempatan dengan sasaran penguasaan pasaran sebanyak 50 peratus atau bersamaan 1.7 juta anak benih yang akhirnya akan meningkatkan kehidupan petani pisang di Malaysia," katanya dalam satu kenyataan.

Pisang dikenal pasti mempunyai permintaan yang paling tinggi dan tanaman konitan tertaris di Malay-

sia yang mampu menjaga pendapatan tambahan untuk pekebun kelapa sawit semasa fasa belum matang menggunakan sistem tanaman selingan.

Varieti pisang yang mendapat permintaan paling tinggi dalam

kalangan petani tempatan adalah berangan dan FGV kini menghasilkan 850,000 ramet setiap tahun.

Pokok pisang induk FGV iaitu klon berangan diperakui oleh Jabatan Pertanian di bawah Skim Pengesahan Bahan Tanaman.



Anak pokok pisang klon FGV tersedia untuk pembelian pukal di lima tapak semaian dan outlet yang terletak di Negeri Sembilan, Perak, Pahang, Johor dan Sabah.

Anak benih pisang klon yang dihasilkan oleh FGV bebas daripada penyakit, mempunyai pertumbuhan yang seragam dan mampu menghasilkan hasil lebih awal dibandingkan dengan bahan penanaman subur.

Anak pokok pisang klon FGV merangkumi beberapa jenis seperti tanduk, lang, nipah, nangka, rastali, mas dan lemak manis tersedia untuk pembelian pukal di lima tapak semaian yang terletak di Bandar Enstek (Negeri Sembilan), Trolak (Perak), Jerantut (Pahang), Bukit Tongkat (Johor) dan Lahad Datu (Sabah).

Anak pokok pisang klon juga dijual secara dalam talian melalui platform Shopee di bawah FGV Agri Services Sdn Bhd.

Berikatan kejayaan itu, FGV kini mengembangkan bahan penanaman klon untuk tanaman bernilai tinggi seperti nanas, buluh, vanila dan tanaman air untuk memenuhi permintaan pasaran yang tinggi.

TARIKH	MEDIA	RUANGAN	MUKA SURAT
1/8/2020	NEWS STRAITS TIMES	NEWS/NEWSIN BRIEF	16

## Cargo of 600 dragonfish en route to China seized

**SEPANG:** The Malaysian Quarantine and Inspection Services Selangor foiled an attempt to smuggle 600 golden arowana worth RM215,816 to China on Tuesday. Its director, Dr Tarmisal Alimin, said polystyrene boxes containing the fish were discovered in the cargo inspection area of the Kuala Lumpur International Airport. He said their microchip code and supporting Convention on International Trade in Endangered Species of Wild Fauna and Flora documents did not match. "The golden arowana were confiscated because the documents were found to be inaccurate and misleading," Tarmisal said. The case is being investigated under Section 13 of the Malaysian Quarantine and Inspection Services Act 2011 for declaring false, inaccurate or misleading documentation. If convicted, the offender faces a maximum fine of RM50,000, a two-year imprisonment or both. **Bernama**

TARIKH	MEDIA	RUANGAN	MUKA SURAT
1/08/2020	NEW STRAITS TIMES	ONLINE	

### **Why banned food still found on retail shelves?**

August 1, 2020 @ 7:30pm

LETTERS: The Malaysian government imposed an import ban on all pork products from China since 12 November 2018 following the detection of the African Swine Fever (ASF) virus in the Asian continent.

On 23 September 2019, luncheon meat imports from Korea were prohibited for the same reason. However, canned pork products from China and Korea are still found in abundance in Malaysia.

In fact, in October last year the Department of Veterinary official urged all distributors and sellers of pork products from Cambodia, China, Korea, Poland, Belgium, Thailand, Vietnam, Hong Kong, Myanmar and Laos to recall the products.

He stressed that a ban had been established since the year before. It is an irony that despite the ongoing ban, these products still ended up on the shelves, displayed cavalierly to defy the authority.

Fast forward to now, Malaysians seem to have forgotten about the imposition of the ban. I went into reputable non-halal chain at a popular mall in Kuala Lumpur on 28 July 2020 and discovered two China produced luncheon meat brands – Mei Ning and Yit Lan – and a Korean brand – Daesang.

This is still happening despite the on-going OPS Luncheon Meat carried out by the DVS and the Department of Quarantine and Inspection (MAQIS) that had reportedly seized 4,538 cans on July 9 this year.

The question is, with a ban in place, how did these products end up on the shelves and what has the Ministry of Agriculture and Food Industries (MOA) been doing to enforce the ban?

With the fight against the ASF virus being far from over, made in China and Korea pork products such as luncheon meat and stewed pork seem to sell out very quickly in both online and offline stores especially during the recent Movement Control Order.

Even the Ministry of Health, through a press release in November last year warned against the possibility of these contraband luncheon meats harming the local swine industry if so much as table scraps are fed to the pigs. According to the press release, although the ASF virus does not affect human beings, food wastes that end up as a hog's dinner can prove fatal.

There is no vaccine to date to prevent swines from getting the virus. Nor is there any cure for ASF. Death is the only fate for pigs inflicted by the virus. Can we afford another crisis to hit albeit in the hog farming industry? Relevant agencies should be aware of the economic impact that could follow if smuggled products are allowed to be sold.

Section 13A of the Food Act 1983 states that any party involved in importing, distributing or selling food that consist of any diseased animal substance can be subjected to fine up to RM50,000 and eight years of jail. Maybe it is time to enforce this act, especially with another Movement Control Order looming.

For the irresponsible importers and retailers who still would like to ring in the extra profit by smuggling banned luncheon meat into the country, it is high time MAQIS tightens its enforcement of Section 11(1) of the Quarantine and Inspection Services act that imposes a fine of up to RM100,000 and six months of jail for defying a ban which can potentially ruin Malaysia's farming industry.

# Import kaktus dari Itali tanpa permit

**SEBERANG PERAI** – Tiga pokok kaktus dan herba campuran merupakan antara barangan yang dirampas Jabatan Perkhidmatan Kuarantin dan Pemeriksaan Malaysia (Maqis) dalam pemeriksaan di Pejabat Pos Malaysia, Bukit Mertajam di sini pada Rabu lalu.

Barangan tersebut dirampas dalam operasi pada pukul 11 pagi selepas didapati tiada permit import yang sah daripada Maqis selain siji Fitosanitasi.

Pengarah Maqis negeri, Zarina Ramli berkata, barangan pertanian yang dirampas pihaknya itu merupakan sebahagian daripada bungkusan yang dikirim dari luar negara.

“Pemeriksaan di dalamnya

mendapati ia mengandungi pelbagai jenis herba campuran dari China dan Hong Kong seberat 1,750 gram bernilai RM470.

“Selain itu, terdapat satu kotak mengandungi tiga pokok kaktus yang diimport dari Itali dengan nilai dagangan RM590,” katanya dalam satu kenyataan di sini semalam.

Sementara itu, dalam kes berasingan, satu pasangan warga tempatan yang mengimport 360 paket makanan tambahan haiwan dari Belanda bernilai RM1,270 diperiksa di lokasi sama pada Selasa lalu.

“Pengimportan tersebut tiada sebarang dokumen yang sah seperti Permit Import dan Sijil Akta Makanan Haiwan 2009,” katanya.



**TIGA kaktus dari luar negara yang dirampas Maqis di Bukit Mertajam pada Rabu lalu.**

TARIKH	MEDIA	RUANGAN	MUKA SURAT
1/8/2020	BERITA HARIAN	NASIONAL	14



Sebahagian lembu seludup yang berjaya dirampas.



Dua lori membawa 40 lembu seludup ditahan di Kampung Jubakar, Tumpat. (Foto ihsan PGA)



# Lembu seludup disuntik hormon

**Berat haiwan boleh naik sehingga 10kg dalam 2 minggu**

Oleh Nor Fazlina Abdul Rahim dan Syaherah Mustafa  
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**Rantau Panjang:** Lembu yang diseludup dari negara jiran ke negeri ini, disuntik hormon penggalak bagi menyegerakan tumbesaran dan meningkatkan berat sehingga mencecah 10 kilogram dalam masa dua minggu, sebelum dijual kepada pelanggan.

Perbuatan yang tidak diketahui kesannya ke atas manusia itu, dibuat pihak berkenaan semata-

mata, mahu mendapatkan harga lebih tinggi apabila dijual kepada pembeli.

Penyeludup lembu yang enggan namanya disiarakan, mendakwa hormon yang dianggap sebagai vitamin itu, diperolehi dari negara jiran pada harga RM50 sebotol dan boleh digunakan untuk kegunaan lima ekor lembu.

"Ada dua cara diberikan kepada lembu, sama ada melalui minum atau suntik. Jika disuntik, proses tumbesaran lebih cepat berbanding diberi secara minuman.

"Bahan ini meningkatkan selera makan lembu memandangkan persekitaran baharu kerana di negara jiran, kebanyakannya diberi makan rumput kering berbanding di sini, kita memberi rumput basah.

"Jadi itu pentingya bahan ini kerana sebelum diseludup ke Ma-

laysia, lembu dikurung di sekitar sempadan selama dua minggu menyebabkan berat badan lembu merosot kerana makanan tidak mencukupi," katanya.

Beliau berkata, sebaik lembu berkenaan berjaya diseludup ke negeri ini, ia akan dijaga selama dua minggu terlebih dahulu bagi memastikan beratnya meningkat, sekali gus membolehkan harga lebih tinggi diperolehi.

"Menerusi pemberian vitamin itu, berat lembu berkenaan boleh naik sehingga tujuh tujuh kilogram dalam masa dua minggu sebelum diserahkan kepada pembeli," katanya.

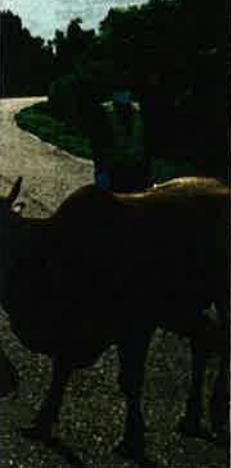
Pada masa sama, beliau turut mengakui aktiviti penyeludupan lembu di negeri ini, tidak lagi rancak seperti dulu kawalan ketat sempena Perintah Kawalan Pergerakan (PKP).



Hormon yang dipercayai menyegerakan tumbesaran lembu.



Lembu yang diseludup dari Thailand berjaya dirampas anggota PGA7 di Kampung Nibong, Tumpat. (Foto Ihsan PGA)



➤ **Setiap individu dibayar RM30 bagi menarik seekor lembu dalam jarak tertentu dan sepanjang proses penyeludupan. Lembu, sindiket dipercayai membayar dua atau tiga individu berkenaan dimuat naik ke dalam lori.**

Azhari Nusi,  
Pegawai Pemerintah PGA7

➤ **Kita jangka aktiviti seludup lembu lebih aktif pada Aidiladha, namun setakat ini keadaan masih terkawal hasil kerjasama baik dengan agensi lain yang menjalankan operasi sepanjang Sungai Golok.**

Mohd Azam Yahya,  
Pengerah MAQIS Kelantan

## Penyeludup rintis belukar tebal bawa masuk haiwan korban

Rantau Panjang: Kawalan ketat di sempadan negara di negeri ini, sejak Perintah Kawalan Pergerakan (PKP) akibat pandemik COVID-19, mendorong sindiket penyeludupan lembu menakar modus operandi kegiatan mereka. Berdasarkan modus operandi, sebelum ini penyeludup membawa masuk ternakan seludup itu secara gerombolan, namun menjelang sambutan Aidiladha kali ini, taktik itu diubah kepada pergerakan skala kecil.

Mereka juga tidak lagi menggunakan laluan biasa, sebaliknya merintis belukar tebal sebagai laluan atau lokasi transit lembu dari negara jiran.

Tirjaun bersama Batalion 7 Pasukan Gerakan Am (PGA7) terhadap antara lokasi utama penyeludupan lembu iaitu Pangkalan Antah di Jeram Perdah, mendapati belukar tebal di situ sudah dirintis penyeludup hingga boleh dilalui pacuan empat roda.

Dari jalan utama untuk ke pangkalan yang terletak di tebing Sungai Golok itu, penulis dibawa pacuan empat roda untuk perjalanan kira-kira 10 minit dengan laluan mencabar termasuk merentas anak sungai.

Sepanjang perjalanan itu, beberapa kali kenderaan terseket akibat kayu besar diletakkan di tengah laluan dipercayai halangan yang dilakukan penyeludup bagi menyukarkan pasukan keselamatan memasuki belukar berkenaan.

Pegawai Pemerintah PGA7, Superintendan Azhari Nusi, berkata walaupun kawalan ketat dilakukan sepanjang PKP, masih berlaku kegiatan penyeludupan lembu memandangkan permintaan tinggi sempena Aidiladha.

Katanya, keuntungan lumayan iaitu seekor lembu dibeli dengan harga RM2,000 di negara jiran boleh dijual pada harga RM4,000 juga mendorong penyeludup men-

cari jalan membolehkan lembu berkenaan dibawa ke negara ini.

"Namun, kita percaya kemasukan lembu seludup berkurangan tahun ini berbanding tempoh sama tahun sebelumnya.

"Jadi tidak mustahil harga lembu untuk ibadat korban pada Aidiladha menjadi lebih mahal berikutan lembu seludup sukar dibawa masuk," katanya ketika ditemui di sini.

Mengulas lanjut katanya, penyeludup biasanya mengumpul gerombolan lembu di sekitar tebing Sungai Golok di sebelah negara jiran sambil memantau pergerakan pasukan keselamatan negara ini sebelum menyeludup masuk ternakan itu sebaik berpeluang.

Katanya, kegiatan itu akan dilakukan tengah malam sehingga awal pagi atau ketika hujan dengan membawa masuk binatang seludup itu secara berskala kecil.

"Pada masa sama, sudah ada individu yang menunggu di sebelah Rantau Panjang untuk menarik lembu berkenaan di lokasi yang dirasakan selamat.

"Setiap individu dibayar RM30 bagi menarik seekor lembu dalam jarak tertentu dan sepanjang proses penyeludupan lembu, sindiket dipercayai membayar dua atau tiga individu sebelum lembu berkenaan dimuat naik ke dalam lori.

"Di Rantau Panjang sahaja, sekurang-kurangnya tujuh pangkalan haram dikenal pasti aktif untuk kemasukan lembu seludup," katanya.

Katanya, perahu digunakan untuk menarik lembu berkenaan juga tidak memakal enjin bagi mengelak kegiatan itu dikesan pihak berkuasa.

"Setiap tahun penyeludup lembu ini menggunakan modus operandi berbeza bagi mengaburi pihak berkuasa. Namun kita tidak gentar dan berusaha keras bagi mengesahkan kegiatan penyeludup-

pan di sempadan," katanya.

Sementara itu, Pengerah Jabatan Perkhidmatan Kuarantin dan Pemeriksaan Malaysia (MAQIS) Kelantan, Mohd Azam Yahya, berkata tangkapan lembu seludup di sepanjang sempadan Sungai Golok tahun ini, berkurangan kepada 37 ekor bernilai RM120,000 sepanjang tempoh Januari sehingga Julai.

Bellau berkata, jumlah itu jauh berkurangan, berbanding tempoh sama tahun lalu iaitu sebanyak 359 ekor membabitkan nilai lebih RM1 juta.

Katanya, hanya ada lima kes membabitkan penyeludupan lembu tahun ini, berbanding tahun lalu mencatatkan 22 kes, sekali gus menunjukkan satu impak positif bukti kerja keras agensi penguat kuasa menjalankan tugas menjaga sempadan negara.

"Kita menjangkakan aktiviti seludup lembu lebih aktif pada Aidiladha, namun setakat ini keadaan masih terkawal hasil kerjasama baik dengan agensi lain seperti Pasukan Gerakan Am (PGA) dan Angkatan Tentera Malaysia (ATM) yang menjalankan operasi sepanjang Sungai Golok.

"Kes sebegini diaisat mengikut Seksyen 11(1) Akta Perkhidmatan Kuarantin dan Pemeriksaan Malaysia 2011 (Akta 728) yang membabitkan kesalahan membawa masuk lembu tanpa permit import yang sah oleh Jabatan MAQIS, selain Sijil Kesihatan Veterinar dari negara asal.

"Jika disabit kesalahan, boleh didenda tidak melebihi RM100,000 atau dipenjara selama tempoh tidak melebihi enam tahun atau kedua-duanya sekali," katanya.

Mohd Azam berkata, tindakan tegas terus diperketatkan di semua pintu masuk sempadan pada Aidiladha bagi memastikan kawalan penyakit haiwan, ikan, tumbuhan serta jaminan keselamatan makanan terpelihara.



Laluan belukar diteroka penyeludup untuk dijadikan jalan yang boleh dilalui pacuan empat roda.



Pegawai Gerakan PGA7 menunjukkan laluan sungai yang digunakan penyeludup untuk membawa lembu dari Thailand di pangkalan haram Antah, Jeram Perdah, Rantau Panjang. (Foto Syaherah Mustafa/SH)

1/8/2020

UTUSAN  
MALAYSIADALAM  
NEGARA

26

# Bot pukat tunda asing nelayan tempatan

**PELABUHAN KLANG:** Kehadiran bot pukat tunda asing yang bebas menangkap ikan secara haram berhampiran Pengkalan Nelayan Kampung Sungai Kembong dekat sini mengancam mata pencarian nelayan tempatan.

Sebelum ini, nelayan tempatan kebanyakannya nelayan pantai, mampu memperoleh hasil tangkapan kira-kira RM500 sehari, namun sejak kedatangan bot tunda asing itu mereka hanya mendapat RM200 sehari.

Tindakan nelayan asing itu menjalankan kegiatan secara terbuka termasuk meletakkan bot bersebelahan bot nelayan tempatan semasa menarik pukot, juga mengancam keselamatan mereka.

Ketua Pengkalan Nelayan Kampung Sungai Kembong, Md. Isa Mohdar, 51, berkata, di Pengkalan Nelayan Kampung Sungai Kembong sahaja terdapat 120 nelayan sambilan dan 12 orang nelayan tetap tempatan yang kini terjejas mata pencarian mereka.

Bellati berkata, bot pukat tunda asing itu biasanya beroperasi pada waktu malam dan jarak mereka dengan pesisir pantai kurang 10 kilometer.

"Bot pukat tunda haram ini tidak lama berada di sesebuah kawasan dan mereka akan berenti menurunkan pukot selama satu jam sahaja.

"Kita mengesan kegiatan bot pukot tunda ini kerana dapat



**KEHADIRAN** bot pukot tunda asing yang bebas menangkap ikan secara haram berhampiran Pengkalan Nelayan Kampung Sungai Kembong, Pelabuhan Klang, mengancam mata pencarian nelayan tempatan.

mendengar bunyi bot mereka," katanya kepada *Utusan Malaysia* baru-baru ini.

Md. Isa berkata, bot pukot tunda tersebut bagaimanapun tidak kelihatan beberapa bulan lalu berikutan pandemik Covid-19 dan penguatkuasaan yang ketat oleh pihak berkuasa.

Namun katanya, sebelum pelaksanaan Perintah Kawalan Pergerakan (PKP), nelayan asing terbahit memukar moodus operandi menggantikan bot pukot tunda dengan bot pancung bagi mengaburi pihak berkuasa.

Seorang nelayan, Azmi Mohd.

Ali, 53, berkata, bot pukot tunda tersebut sebelum ini tidak berani memasuki perairan negara dan mengganggu nelayan pantai disebabkan penguatkuasaan yang ketat.

Bagaimanapun, dakwanya, penguatkuasaan dilihat agak longgar menyebabkan bot-bot pukot tunda asing terbahit 'kembali' ke perairan negara.

"Pendapatan terjejas kerana kami bukan sahaja berdepan kehadiran bot pukot tunda asing ini, tetapi juga perah yang meningkat harga ikan lebih rendah berbanding di pasaran," katanya.

Headline	Maxis` fibre goals		
MediaTitle	The Star		
Date	01 Aug 2020	Color	Full Color
Section	Star BizWeek	Circulation	175,986
Page No	1,10,11	Readership	527,958
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Journalist	TOH KAR INN	AdValue	RM 96,392
Frequency	Daily	PR Value	RM 289,175



**Managing Maxis  
through the crisis**

**CEO Gokhan Ogut taps  
on past experience  
to weather the storm  
> 10 & 11**

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# Maxis' fibre goals

TELCO

The leading telco in the country, under CEO Gokhan Ogut, is taking all the challenges in its stride, on its way to becoming a converged player

By TOH KAR INN  
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FROM Covid-19 to political uncertainties to flip-flop decisions on spectrum allocations, Gokhan Ogut takes it all in his stride.

Being Turkish helps, he quips. "Jokes aside, whether it's a change in the economy or whether things are getting better or getting worse - I'm quite used to changes.

"I find the experience that I have helpful in managing crises and change," he says.

Such is the philosophy of the CEO of Maxis Bhd, the leading telecommunications company in the country.

Ogut joined Maxis in 2018 as the chief operating officer and was made CEO last May, making him Maxis' fifth head since 1998. Maxis' three CEOs prior to Ogut were also expatriates. Ogut was a management consultant based in Istanbul for two years prior to joining Maxis. Before that he spent seven years with Vodafone Turkey, rising to the country head position in 2013.

Ogut comes to the helm of Maxis at a time it is riddled with market uncertainties and challenges, largely posed by the Covid-19 pandemic.

So far, Ogut seems to have things under control.

Maxis performed resiliently for the second quarter ended June 30, 2020, reporting a net profit of RM343ml, which was a mere 11% lower than a year ago.

As suspected, telcos benefited from the movement control order (MCO) as consumers consumed more data. Maxis said that its customers consumed an average of 21.1GB of data per month during the second quarter, 54% higher than a year ago.

But Covid-19 does pose challenges. Consumers and businesses could cut back on spending, which could erode Maxis' earnings.

Notably, Bloomberg data shows that more than half of analysts covering the stock have a sell call on Maxis. Competitor DiGi.com Bhd is in the same boat, with only 8% of analysts calling the stock a buy.

So, why are analysts generally not too excited about the space?

The capital-intensive nature of the sector along with saturation and changing consumer behaviour due to technological changes are some of the reasons.

PublicInvest Research, which has an "underperform" call on Maxis, notes that the telco's return on capital employed has been declining over the years.

"Given its ongoing investment into the enterprise and broadband business as well as support given to the National Fibreisation and Connectivity Plan (NFCP) and 5G projects, we expect the group's return to remain low in the near to medium term," the research house recently pointed out.

Maxis, though, has embarked on a five-year transformation plan that entails changes to the company's culture, reaching more markets through diversifying channels and becoming the top "converged" telco through partnerships.



Partnerships: Maxis' smart agriculture use case in Langkawi in collaboration with the Malaysian Agricultural Research and Development Institute, featuring precision agriculture with sensors to monitor soil moisture levels and linked to an automatic water irrigation system.



Ogut explains that his joining Maxis in 2018 had to do with this: "In 2011, Maxis entered into fixed and fibre. But the growth of anything other than mobile has always been limited. So we have decided that for a growth strategy, Maxis needs to diversify. That is why I came in because of my experience with mobile companies, but also mobile companies that transformed themselves into converged

operators." He cites the example of Vodafone, a company that was known as a mobile player 10 years ago, but which today has become the biggest fixed line (broadband) company in Europe.

Ogut's goal is to steer Maxis to be the leading converged solutions provider.

"We will continue to build on our forte to be the best network in

4G, 5G and fibre. "But for solutions, we believe there are people or companies that are better suited than us.

"Instead of trying to match all these different companies in different areas, we believe in partnerships.

"Solutions are the core business of our global technology players and that is something we are not competing with them for.

"Meanwhile our strength is that we are here in Malaysia and are close to the customers.

"Essentially, we are selling these solutions on top of our converged network, which is a critical component," says Ogut.

Maxis' transformation plan also comes with a target to achieve a service revenue of RM10bn by 2023.

In 2019, Maxis registered a service revenue of RM7.8bn.

Given the setbacks brought forth by the pandemic, Ogut has since taken back his guidance of a single digit growth in service revenue and Ebitda this year.

"Whether Maxis will be able to achieve the RM10bn service revenue target earlier or later than 2023, I am unable to say.

"We have no control over external factors, but what I can say is that we are committed to that target.

"Post-Covid-19, our strategy is to double down on fibre, convergence, consumers, enterprise, digitalisation, overall customer experience and operations, as well as our culture and branding," he says.

Ogut says the Covid-19 pandemic has not altered any of Maxis' main strategies. Instead, it seems to have unsharpened certain products and solutions which grow in prominence as a result of the MCO.

One example is facilitating remote working.

Another is the RM35 monthly pass for unlimited Internet access to cater to prepaid customers who were unable to top up on a weekly

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**"Post-Covid-19, our strategy is to double down on fibre, convergence, consumers, enterprise, digitalisation, overall customer experience and operations, as well as our culture and branding."**

Gokhan Ogut



basis due to store closures.

The MCO has also accelerated the group's online retail business, where Maxis works with an average of 200 merchants on its apps.

As at the second quarter of financial year 2020 (FY20), the Hotlink app achieved an adoption rate of 73%, while the Maxis app saw a 58% adoption rate, as compared to 59% and 43% respectively at the same period last year.

Maxis' transformation under Ogut has led the company to bring in new talent and make a few small acquisitions.

One acquisition was that of a local start-up of 17 people who were involved in Microsoft's cloud computing business.

This is an example of how Maxis is building its enterprise business. Maxis was also recently identified as a technology solutions provider (TSP) by Malaysia Digital Economy Corp (MDEC) for the RM500mil SME digitalisation grant under Budget 2020.

In the statement announcing that deal, Maxis said: "As a TSP, Maxis is the first telco to deliver digital marketing and cloud point of sales solutions bundled with connectivity for SMEs".

### Becoming a fibre company

Ogut says that Maxis is increasingly becoming a converged player, not just a mobile company anymore.

"I want you to think of Maxis as the company that gives you connectivity. It doesn't matter mobile or whatever, and gives you solutions that make your life easy.

"We have 411,000 fibre customers. We had 180,000 plus back in the first quarter of 2018. What does that mean?

"In a country of eight million homes and about two million fibre subscribers, that means we have 20% of the subscribers.

"That means we are becoming a

sizeable fibre company.

"A lot of our fibre customers know us as a fibre provider, different from a mobile company," explains Ogut.

On the issue of fibre, Ogut concurs that it is important for the industry to share data on each infrastructure assets, a move which is being led by the regulator, the Malaysian Communications and Multimedia Commission (MCMC).

"It's not any one company which can do this for the country. Everybody needs to share.

"The country needs to know what kind of telecommunication assets are in the field, so we can identify gaps and fill them.

"When it comes to fixed assets, it needs to be as easily accessible. If a company wants to build more, they need to look at the database and see where the fibre is and is not, and they decide who builds that fibre there.

"This is the case in Portugal and Spain where they have amazing databases which I've also used myself," says Ogut.

"I know Europe because I used to work in Turkey. In Europe, many countries have databases. If you look at countries that have achieved high fibre penetration, like Portugal and Spain, they were able to build this.

"For example, if you look at the UK, in terms of fibre, they are not doing so well, they don't have it (the database).

"It really facilitates and makes it easy to have fibre investments because you can see where you need it."

On Maxis' plans to be the number one converged player, Ogut says he is going after every single individual, home and company in Malaysia.

"We offer customers an unmatched personalised experience, driven by our usage of artificial intelligence and data analytics. This technology enables us to go personal, because of that power of data."