

Sarkina Bt Mat Saad @ Shaari

From: SoIS - Pusat Pengajian Antarabangsa
Sent: Sunday, May 21, 2017 12:16 PM
To: UUM - All Staff; UUM - All Students
Subject: INTERNATIONAL BUSINESS INDUSTRIAL VISIT: BERYLL CHOCOLATE FACTORY

DARIPADA:
PUSAT PENGAJIAN ANTARABANGSA
UUM COLLEGE OF LAW, GOVERNMENT AND INTERNATIONAL STUDIES
UNIVERSITI UTARA MALAYSIA

☎ 04 - 9288451

☎ 04 - 9288470

✉ sois@uum.edu.my

✉ sois.uum.edu.my



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"UUM : UNIVERSITI PENGURUSAN TERKEMUKA"
(THE EMINENT MANAGEMENT UNIVERSITY)



UUM INTERNATIONAL BUSINESS PROGRAMME

**BRIDGING THE INDUSTRY AND
ACADEMIC WORLD**

**INTERNATIONAL BUSINESS
INDUSTRIAL VISIT**

Beryll Chocolate Factory

**16 May 2017: INTERNATIONAL BUSINESS DEPARTMENT (IB):
INDUSTRY ENGAGEMENT VOLUME 2 (2017)**

SoIS ONLINE: On the 16th of May 2017, the postgraduate students of International Business Department of SoIS led by the Head of IB Department, Associate Prof. Dr Mohd Haniff Jedin made a visit to Beryll's Chocolate Factory in Bangi, Selangor. This visit was a joint collaboration with GRANTT LUBRICANT programme. Beryll started in 1995 by three young entrepreneurs from Sarawak. They managed to build the Malaysian Chocolate brand that in line with other prestige chocolate brands such as Cadbury, Lindt, Mars, Hershey, Ferrero, Lotte and many more. Beryll managed to uphold its brand in many Asia countries and looking forward to face their main competitors in Europe soon. Their main sources of cocoa powder were mainly from Ghana. In fact, their machines were imported from Germany. Their main importers of Beryll's Chocolate are from Japan and China.

The IB students were amazed by the chocolate factory on how it is made and packaged for export. At the same time the chocolate were given a 5% discounts to the UUM IB students at their in-house chocolate store. Not only 5% discounts but students were also given free to taste the chocolate as many as they can. This is a really interesting visit and most importantly we learn a lot.

This interesting milestone programme had greatly benefited all IB students who went on this visit as part of the International Business: Academia – Industry bridging programme.

“The most interesting and memorable learning is learning by doing”

Thank you.

International Business Department
School of International Studies
UUM COLGIS
Universiti Utara Malaysia
<http://www.sois.uum.edu.my>



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