

WHAT THE DOCTOR ORDERED

DR TINA TAN, 34, GENERAL MANAGER OF MATRIX FLAVOURS & FRAGRANCES

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FIRST MOVER ADVANTAGE MATRIX FLAVOURS & FRAGRANCES SDN BHD WAS FOUNDED BY DR TINA TAN'S FATHER, DR TAN CHEE HONG, IN 1978. AT THE TIME, IT WAS THE FIRST FLAVOUR HOUSE IN SOUTH-EAST ASIA.

expertise and brains to make that happen," Tan says. Already, the proof, as they say, is in the pudding; MFF's recent expansion of its scale of operations in India has evolved from a sales and distribution operation to a fullscale independent manufacturing unit. "This is a real milestone for the company, as we've only ever had our base of operations here in Malaysia prior to this," declares Tan. In addition to going abroad, MFF also has plans to expand the scale and scope of its operations at home by making extensions to their factory in Telok Panglima Garang. "We'll be streamlining our equipment and manufacturing processes by increasing use of automation," shares Tan.

PRESENTLY, MFF EXPORTS TO OVER 45 COUNTRIES AND THEIR CUSTOMERS RANGE FROM MULTINATIONALS, MANUFACTURERS AND TO SMES.

After obtaining her PhD in chemistry in Australia, Dr Tina Tan returned home to her family business, Matrix Flavours & Fragrances (MFF), to helm the operation as General Manager, with a renewed clarity about her vocation. "Food is science, and science has always been my career path," shares Tan. "And as flavours are a very niche area of the food ingredient industry, one requires a

While MFF has long dominated the field of flavours in the Malaysian food ingredient industry, it wasn't until Tan became General Manager that MFF delved into the field of fragrances. "Smaller flavour/ fragrance houses will generally only focus on one or the other," Tan observes. "But two years ago I brought fragrances into our manufacturing process and portfolio where we manufacture industrial and personal care perfumery."

At the end of the day, Tan still remains a chemist first and foremost. When she isn't leading her team to exciting new frontiers, she takes every opportunity to don a lab coat and create her own concoctions. "I have my own per-



lot of chemical skills."

By harnessing MFF's vast arsenal of expertise and experience in the industry, Tan is looking to aggressively expand the company's reach abroad. "I wish to see MFF as a truly global company, and we have the technical

sonal lab spaces," Tan smiles. "It's the perfect stress release for me; I just turn on the music, go into the lab for three hours and create something new."

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