

PRESS RELEASE (For immediate release)

MOBA JOINS FOODTECHINDONESIA CONSORTIUM

STRENGTHEN POULTRY CHAIN WITH INNOVATIVE AND INTEGRATED SOLUTIONS

Barneveld, The Netherlands, 8 April 2019

**Moba, the world's leading producer of high-quality integrated systems for the grading, packaging and processing of consumption eggs, is pleased to announce that it has joined forces with a consortium of Dutch leading companies to improve the poultry chain in Indonesia. These companies have innovative and integrated solutions that will strengthen Indonesia’s poultry sector. With an increasing demand the Indonesian poultry sector requires a vast capacity expansion in all segments of the value chain. At the VIV Asia show, on March 14th 2019, the FoodTechIndonesia partnership was launched.**

Indonesia is the largest country and economy in South East Asia, with a fast-growing and increasingly urban population of over 266 MN. Per capita annual consumption of poultry meat is expected to increase from 10.9 kg (2017) to approximately 15 kg (2023) and egg consumption from 5.6 kg or 89 eggs (2017) to approximately 7.1 or 113 eggs (2023). The increase is achieved by the purchasing power of the growing middle-class. They are more and more conscious about food quality & safety and are changing their preference towards protein-rich and value-added products.

The FoodTechIndonesia consortium is comprised of leading (non-competitive) parties from various steps in the Dutch poultry value chain. By joining the consortium Moba is able to provide Indonesian companies with integrated solutions that will enhance their business. Moba, together with the other companies, will share best practices, provide knowledge and training, showing that investments in Dutch products and solutions are commercially attractive and applicable to the Indonesian needs.

“Indonesia’s egg industry has undergone an important change and the industry keeps growing. The need for innovative and integrated solutions is increasing in the different regions in Indonesia. Moba is able to meet these needs,” says Teddy Wong, Area Sales Manager based in Kuala Lumpur, Malaysia. “Through our automation systems Indonesian poultry companies will reduce labour costs significantly, and this will further maximise their profits.”

Dimitri Goossens, General Manager Moba Asia: “Moba is convinced that exchanging knowledge and best practices, will benefit both the Indonesian poultry industry and the FoodTechIndonesia consortium. It is our focus to provide egg producers with the latest innovative equipment that will be beneficial to their business and help them grow.”

The FoodTechIndonesia initiative has been developed, and is coordinated by Larive International together with its Indonesia-based affiliate Clarity Research. The Consortium receives funding from the Netherlands Ministry of Foreign Affairs within the framework of the Partners for International Business and Impact Clusters programs.

**About Moba Group**

Established in 1947, Moba is the world’s leading producer of high-quality integrated systems for the grading, packaging and processing of eggs. Headquartered in Barneveld, the Netherlands, Moba has a development department of approximately 100 employees and a factory in which the production of the machines takes place. Worldwide, Moba employs around 800 people and is active in some 140 countries. Thanks to its global sales and service network which includes 8 offices and 44 agents and distributors, Moba is always close to its customers. Moba is developing from a producer of egg grading machines to a technology company that develops high-quality integrated and automated systems for the egg industry. Moba supports its customers with intelligent solutions that ensure the highest yield, reduction of costs and the efficient utilisation of resources such as energy, water and animal nutrition. Every day, Moba's systems process around one billion eggs worldwide.

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**Note to editor, not for publication**

For further information, contact us at [www.moba.net](http://www.moba.net)

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