

## “YOUR SAY”

**INSIGHTS, OPINION, ADVICE** from fellow MGCC members. Can you picture yourself on this page in a future issue? Write to us at [lianlin.ti@malaysia.ahk.de](mailto:lianlin.ti@malaysia.ahk.de). We look forward to hearing from you!



**Züst & Bachmeier Project**  
International Logistics



### CLAUDIA SAHAN

Regional Sales Director SEA  
Züst & Bachmeier Project GmbH

#### TELL US ABOUT YOUR COMPANY AND ITS HISTORY IN MALAYSIA.

Züst & Bachmeier is a medium-sized enterprise with more than 110 years of experience in project logistics. For more than 10 years we are the co-partner of ZBP logistics in Malaysia. Our office at the Kelana Centre Point is focused on the same industries as Züst & Bachmeier Project – plant engineering and construction industry. We are involved into many government projects, such as the new LRT line.

#### SINCE COMING INTO YOUR CURRENT POSITION, WHAT HAS SURPRISED YOU?

I arrived in Malaysia since the beginning of 2017. It's my first time in Asia and in my eyes Malaysia can be a role model for many other countries. Malaysia has managed to successfully combine all the

different nations and cultures. No matter who I meet, everybody is friendly and open minded. And when it comes to business: In Germany we always talk about a minimum quota for women in leading positions. Here in Malaysia you have many women in the management level. For sure, that's something that makes me happy.

#### WHAT ARE THE CHARACTERISTICS A PERSON SHOULD HAVE TO BE SUCCESSFUL IN BUSINESS?

Flexibility and loyalty. I like to compare myself with a chameleon, which stands in my eyes for adaptability. My clients and their products are all different. So every project is various and that is what makes my job interesting. If you aren't able to offer the right concept for the different projects and you aren't flexible, than you won't make big business at the end of the day. The other point is loyalty. We specialised in

project logistics. Every project comes along with the transport of heavy and oversized cargo. Trust and honesty between my client and me is always a must. The relationship between the two parties is extremely important.

#### HOW DO YOU SEE MALAYSIA AS A BUSINESS LOCATION?

Malaysia has a lot of advantages. Communication is everything and everybody speaks good English. Additionally, Malaysia is in the middle of Southeast Asia. So, for me as a Regional Director for the whole ASEAN – this is the perfect hub. For me as a forwarding agent, infrastructure is important. The infrastructure in Malaysia is extremely good. The highways are in brilliant condition. Public transportation is well developed and there are still more in the pipeline. Also the international airport is easy and fast to reach.



### TOBIAS AMANN

Managing Director  
IKA Works (Asia) Sdn Bhd

#### TELL US ABOUT YOUR COMPANY AND ITS HISTORY IN MALAYSIA.

IKA was founded in 1910 as a supplier for pharmacies and hospitals. It is now the leading company worldwide for laboratory, analytical and processing technology, employing over 900 people

worldwide in Germany, USA, Malaysia, China, India, Japan, Korea, Brazil, Thailand, Vietnam, United Kingdom and Poland. In Malaysia, IKA was founded in 1995 as a sales office responsible for Southeast Asia and the Pacific region. It is a 100% owned subsidiary of IKA-Werke GmbH & Co. KG, headquartered in Staufen, Germany. After 20 years in Malaysia, IKA Works has