



Focus Dynamics partners Saudee to roll out robot-operated burger kiosks

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KUALA LUMPUR (Oct 30): Focus Dynamics Group Bhd has made a foray into the robotics food and beverage (F&B) operations by teaming up with Saudee Group Bhd to roll out Malaysia's first robot-operated burger kiosks.

The group said the group will lend its technological management expertise to develop a seamless, automated robotics operation with minimal human interaction.

Saudee, on its part, will provide research and development processes to produce appropriately packaged and custom processed food to cater for the robotics aspect.

Saudee is amongst the largest and most progressive processed frozen food manufacturers in Malaysia, said Focus Dynamics in a statement today.

The parties, which signed a Heads of Agreement today, are targeting to launch the kiosks next year.

Focus Dynamics said the collaboration will provide the group with an opportunity to improve its assets base and to build a new income stream in Malaysia.

Focus Dynamics's executive director Benson Tay Ben Seng said the social distancing and minimising contact aspect of the COVID-19 pandemic has brought robotics adoption in the F&B industry several years forward.

"Focus Dynamics, which continually explores new technologies and innovations to reimagine traditional F&B services, sees this partnership with Saudee as a way to accelerate its intention to be the first mover in the robotics F&B trend," he said.

Saudee executive director Mak Siew Wei said: "Robotics F&B operations will require study within the preparation, packaging and quality of raw meats to provide the exact composition required for the robotics to accurately produce high quality meals, day in day out."

Focus Dynamics' share price closed four sen or 5.34% lower at 62 sen, valuing the group at RM3.8 billion.

Edited by S Kanagaraju