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Focus Dynamics, Saudee forged cooperation



COOPERATION between Focus Dynamics and Saudee for the production of the first robotic burger kiosk in Malaysia. - MESSENGER

By AFIQ MOHD. SHAH 1 November 2020, 1:39 pm



KUALA LUMPUR: Focus Dynamics Group Berhad has announced a partnership with Saudee Group Berhad for the production of the first robotic burger kiosk in Malaysia, marking an exploration in robotics food and beverage (F&B) operations.

Focus Dynamics Executive Director Benson Tay Ben Seng said robotic technology is a new generation of innovations that will lead the F&B industry with its use starting around the world in restaurants, bars and even the supply chain.

He said, the use of robotics in F&B business operations is also able to increase efficiency as well as reduce theft and be an innovative factor when dealing with customers.

"With the Covid-19 pandemic becoming a global issue, the aspect of physical imprisonment and reduced contact has brought the application of robotic technology faster into the F&B industry.

"Focus Dynamics, which continues to explore new technologies and innovations to transform traditional F&B services, sees this collaboration with Saudee as a way to become a major driver in the F&B robotic technology trend," he said in a statement.

The collaboration will see Focus Dynamics provide its technology management expertise to develop automated robotics operations smoothly as well as minimum interaction with humans while Saudee provides R&D process to produce food that is packaged accurately and appropriately thus meeting robotic aspects.

Saudee is the country's leading fast food manufacturer with premium brand Saudee Gold which supplies various types of food including high quality burgers and nuggets and certified halal.

Meanwhile, Saudee Executive Director, Mak Siew Wei said, F&B robotics operations require in-depth study on the preparation, packaging and quality of raw meat to produce the exact composition needed for robots to produce high quality and consistent food every day.

The collaboration between the two companies will result in the first robotics burger kiosk in Malaysia as a model to market and showcase technology as well as provide awareness on robotic aspects.

The kiosk, which is expected to be launched early next year, will see the use of minimal staff to operate it, expecting robotic technology to produce burgers and meats as well as packaged through consistent cooking quality, presentation and taste. - MESSENGER