MEDIA RELEASE

For Immediate Release

Prime Minister launches MPOB's SIMS

KUALA LUMPUR, 8 Nov 2023 – Prime Minister Dato' Seri Anwar Ibrahim today launched the Sawit Intelligent Management System (SIMS), a system developed by the Malaysian Palm Oil Board (MPOB) to facilitate transactional data management along the oil palm supply chain in line with Malaysia's digital economy.

The system aims to promote self-regulation, reduce government oversight, and provide user-friendly features, enhanced security, and valuable decision-making insights.

Apart from facilitating licensees to comply with MPOB's regulatory requirements, SIMS enables comprehensive information management, enhances industry efficiency and cost savings as well as organising data to enable seamless monitoring and tracing throughout the oil palm supply chain.

There is a strong need for the development of a centralised information management system. By leveraging on the latest technology, the development of SIMS aims to address the needs of oil palm industry's stakeholders as the system seeks to enhance efficiency, streamline processes, and meet the evolving requirements of the industry. SIMS provides numerous advantages by empowering stakeholders, promoting self-regulatory, enhancing service delivery, promoting transparency, simplifying compliance, and streamlining information management processes.

The system enhances oil palm products transaction monitoring by utilising information provided by licensees through the system. It records and tracks oil palm products transactions details which include sales and purchase statistics and automatically generates and submits daily records. It also provides access to fresh fruit bunches (FFB) transactions which include FFB purchase prices.

Smallholders and estate owners can access detailed FFB transaction data and compare FFB purchase prices offered by FFB dealers. Dealers and manufacturers can record business transaction, submit daily records and view statistics.

SIMS provides comprehensive information for effective decision-making for the Government and MPOB. The system strengthens the agri-commodity sector's service delivery through digital technology for improved efficiency.

The traceability platform serves as a data collection system that captures and monitors transaction information for palm oil products. It is developed to ensure compliance with legislation, particularly the European Union Deforestation Regulation (EUDR). Thorough record-keeping is crucial to meet the EUDR's requirements, which mandate comprehensive data and traceability across the supply chain.

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