

# Maximizing Growth and Sustainability - M&H's Diversified Ventures from 2013 to 2023

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In the realm of innovative entrepreneurship, few companies have demonstrated the adaptability and dynamic growth witnessed by [M&H](#) between 2013 and 2023. Over this decade, M&H embarked on a journey that traversed real estate, [timber](#) plantation, agroforestry, seedling sales, plantation management, and even creative household furniture. This remarkable evolution showcases their ability to identify opportunities, diversify their portfolio, and foster sustainable practices across diverse sectors.



## A Decade of Real Estate Brilliance

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Doing the right thing may come with challenges and sacrifices, but ultimately, it leads to positive impact and creates a better world for all.”

*Hansel Solibun Choy, CEO of  
M&H Sdn Bhd*

During the years spanning from 2013 to 2018, M&H made significant strides in the real estate domain. The company meticulously executed six property projects, all designed to capitalize on the acquisition of properties at bulk or heavily discounted rates. The modus operandi was simple but astute: procure properties at opportune moments and sell them for a profitable margin when the market was favourable. Five of these projects have already been successfully exited, with investors reaping their investments' rewards and profits.

## Planting Seeds for Sustainable Growth

In 2019, M&H took a green turn by initiating a 300-acre timber plantation in Kuala Kubu Baru, Selangor. This flagship plantation stands as a testament to their commitment to sustainability and innovation. The land was nurtured with the cultivation of two fast-growing timber species: Paulownia and Cadamba.

The company's strategic vision extended beyond timber, as they embraced agroforestry practices. The landscape now flourishes with a diverse range of crops, from vegetables like chilies, long beans, and okra, to fruits like winter melon and bananas. M&H's holistic approach to land use also incorporates aquaculture, with three fish ponds home to various fish species, alongside the rearing of chickens and ducks.

This integrated agroforestry model has the potential to revolutionize land use practices, creating synergies between timber cultivation, food production, and animal husbandry. As the project matures and solidifies its success, M&H intends to replicate this model in other plantations, further amplifying the positive impact on sustainability and self-sufficiency.

#### Planting the Seeds of Success: The Kelantan Endeavor

Diversification remained a core principle for M&H, and in 2021, they ventured into another timber plantation in Manek Urai, Kelantan. This 600-acre parcel of land, once logged off, became the canvas for the cultivation of Cadamba, a fast-growing timber species, among others undergoing experimentation. Over 135,000 trees have been planted so far, with the plantation expected to be fully planted by 2024. This expansion underscores M&H's dedication to scaling up their timber initiatives, enhancing their contributions to sustainable forestry.

#### Beyond Growth: Catering to Industry Needs

M&H's visionary approach extends beyond their own projects. They've positioned themselves as key players in the market by tapping into complementary business avenues such as:



M&H's Chief Executive Officer, Hansel Solibun Choy.



## Seedling Sales

Recognizing the demand for healthy and thriving seedlings, M&H established a nursery in Manek Urai, Kelantan. With an impressive monthly output ranging from 25,000 to 30,000 seedlings, the company supplies these vital resources to other plantations. A notable partner in this venture is the Nirvana Group, attesting to the quality and reliability of M&H's seedlings.

## Plantation Management

The company's success and expertise in managing their plantations led to a natural expansion into plantation management services. Landowners looking for expert guidance and those seeking joint ventures have approached M&H. This nascent endeavour holds immense potential to forge mutually beneficial partnerships, creating a network of thriving plantations under M&H's stewardship.

## Creative Household Furniture

M&H's ingenuity extends beyond the realm of land and timber. They've embarked on a unique venture of rescuing logged-off timber from around town. This reclaimed wood is transformed into creative household furniture, including coffee tables, side tables, and coasters. Their partnership with RHB's #Jomsapot business site showcases their commitment to sustainability and adds a touch of creativity to the market.

The journey of M&H from 2013 to 2023 is a masterclass in diversified entrepreneurship. Their ability to capitalize on opportunities, adapt to changing market dynamics, and embrace sustainable practices has set them on a trajectory of success. From their real estate ventures to their pioneering timber plantations, agroforestry innovations, and niche ventures like seedling sales and creative furniture, M&H's journey exemplifies the potential of innovation and versatility in today's business landscape. As they continue to make strides in various sectors, M&H stands as a shining example of growth, sustainability, and ingenuity.

Mr.Choy

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