

Federation of Malaysian Manufacturer's Infant Formula Ethics Committee (FIFEC)

FIFEC was established in 2005 as an industry collaboration of six infant formula manufacturers (Abbott, Danone, Dutch Lady, Fonterra Brands, Mead Johnson and Nestlé) committed to improving the nutritional wellbeing of infants and young children in Malaysia. FIFEC facilitates ethical business practices and serves as the voice of the infant formula industry to the Ministry of Health Malaysia. FIFEC's vision is straightforward – to be a responsible industry organisation working in partnership with stakeholders to uphold the credibility of the industry in support of infant and young child nutrition in the country.

FIFEC's member companies are committed to prioritising breastfeeding and play an important role in providing high quality products that are an adjunct to breastfeeding in the nutrition of infants and young children. Member companies invest in research, product innovation, quality, and safety, and engage in global public health partnerships to advance the science of nutrition and the standards of health and wellbeing of infants and young children. Additionally, FIFEC facilitates ethical business practices and serves as the voice of the infant formula industry to the Ministry of Health Malaysia.

As an organisation, we uphold the following values:

- We endorse breastfeeding and acknowledge breast milk as the best nutrition for infants and young children.
- We support all initiatives that promote and educate the public about the unsurpassed benefits of breastfeeding.
- We are committed to the Malaysian Code of Ethics for the Marketing of Infant Foods and Related Products.
- We observe good business ethics and work together collectively to achieve common goals in a harmonious, respectful, and professional manner.
- We assume an important role in providing high-quality products that are an adjunct to breastfeeding in the nutrition of infants and young children.
- We embrace change and are responsive to new ideas and scientific advances which support infant and young child nutrition.